

CUSTOMER STORY

Increase Sales by Identifying Top Rep Behavior

PHILIPS

RESPIRONICS

Philips Respironics sought to understand and cultivate top rep behavior, while introducing a culture of continuous learning. To do this, they needed to understand training effectiveness and connect rep activity to performance.

Philips Respironics is a global leader in the Sleep and Respiratory markets.

THE CHALLENGE

Philips wanted to increase the overall performance of their 300 field reps. To do this, they needed visibility into rep behavior to understand what excellence looked like and what was less-than-ideal.

Dan Mellon, Sales Operations Project Manager at Philips, discovered that Sales, Training, and Marketing materials were held in siloed systems, preventing a consolidated view of engagement. He also determined that training was time-consuming and dense, making it difficult for reps to reference in the field. This did not support the continuous learning culture that Philips wanted to build.

THE IMPLICATIONS

While Philips had insight into rep performance, they did not have any way to connect it to rep behavior. For instance, they were unable to monitor what content the reps were using or if there was any pull-through from the training they received. Therefore, there was no information guiding Sales managers to provide focused coaching to positively impact rep performance. In addition, the lack of visibility prevented Learning and Development teams from understanding which training programs were most effective.

THE SOLUTION

Philips consolidated their Sales, Training, and Marketing content on the ACTO platform, which simplified the learning environment and allowed them to measure rep engagement. Philips also implemented a micro-learning approach to training, which boosted rep retention and pull-through. With ACTO, Philips was able to gather real data to identify patterns and profile the behavior of their top-performing reps. That knowledge provided managers with “actionable insight”—specific examples of how to achieve success—which added precision to their coaching and mentoring of underperforming reps.

80%
knowledge retention score achieved by reps after moving to ACTO

“The field team uses ACTO in the flow of work, which has resulted in a 60% re-engagement rate.”

– Dan Melon

THE RESULTS

With clear insight into what behaviors drive performance, Philips provided the right training at the right time, resulting in a field knowledge retention score of 80%. By shifting their Sales behavior and approach based on the data insights collected, Philips saw a measurable improvement in their lower-performing reps, as well as an increase in overall field results. Philips also succeeded in building a continuous learning culture by breaking down their training into microlearning action packs that reps could easily reference in the flow of work.

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acto.com

CONTACT

+1 844 277 2286
sales@actoapp.com

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