Dell Case
<u>Streamlining a division's internal communications</u>
Timely access to key information is important for an organization and it's employees. With larger organizations information management can be a challenging and ongoing process as product offerings and business processes change over time. Because of these changes, locating what you need at the right time can be time consuming and unmanageable.

This scenario became a problem for a particular sales team at Dell. Links for placing/fulfilling orders, locating product specs, employee links, and internal compensation were spread out across sites within the company's intranet making it very hard to locate and access. In addition, the refinement process for the internal technical team tended to be slow, making the ideal immediate solution to "band-aid" the process with something the team could use before a hard resolution could be made. The sales team was able to find this immediate solution with Populr.

With the introduction to Populr the sales team was able to quickly put together a single concise web page with the links to commonly used resources. To give the page the extra level of security a simple password was added. Whenever a member of sales needed access to a commonly used resource they would simply access this page and browse through the A-Z guide to locate what was needed at that particular time. The sales manager in charge of the page initially sent the new reference guide to 70 salespeople where the stats on the page revealed that about 40 (57%) people regularly visit this page to access information. In addition the stats on the page's activity revealed the results on what were the most commonly used resources on the page. This information could then be communicated to the internal technical team in order to assess what should be the priority for resolution.

<u>Updating the sales team</u>
In sales, members can take part in multiple teams selling various products with some providing more incentives than others. Because of this managers must to do all they can to make communication of these goals as easy as possible for their teams so even if its not their priority they will have no reason to lose track of them. Populr has enabled managers to provide a sheet with all reference materials. Right before a sales team meets the manager will send a URL to a page that shows a recap of prior weeks, EOQ targets, and next steps. The links to each action item will automatically redirect to the associated step within their internal CRM system. Since the webpages are trackable the manager is able to see if members of the team are visiting the page and fulfilling their action items. The ability to keep everything on one page makes it easy for the sales team understand and access as they complete their tasks.

For the Dell sales team, Populr has been a powerful tool for enhancing their internal communications. The ability to quickly create and update a single webpage over time (and with little technical skill) allows teams to streamline key information in order to get their work done much faster.