

How a Global Payments Leader Increased Field Productivity in 15 Days

Sales leadership found that field AEs were losing sales time to manual CRM updates, route planning, and end-of-day data entry. Map My Customers addressed these inefficiencies and delivered measurable results across 250 field reps, with the following KPIs:

- True admin burden
- Impact of mobile-first logging
- Incremental pipeline lift
- Salesforce integration reliability

Map My Customers improved all aspects of opportunity acquisition, start to finish

From prospect discovery to CRM admin, Map My Customers changed the game. Reps improved their visit planning with territory visibility, route optimization, and real-time prospect discovery. Map My Customers also enabled faster post-visit logging, and significantly reduced CRM admin work.

Results: 4x reduced admin time, 3.5x pipeline increase, millions in additional projected profit

Sales team admin time prior to Map My Customers rollout was an average of 9 hours per week. After the rollout, admin time was measured at just 2 hours per week on average. On top of the time saved, logging was completed immediately post-visit, without delay.

Pipeline also saw a significant uptick. Prior to Map My Customers rollout, reps identified an average of 5.3 accounts weekly. Post-rollout, reps identified 18.7 new accounts per week — an outstanding 3.5x increase. During the rollout period, an additional 482 incremental accounts were also identified.

With time saved, and pipeline increased, the Company projected an additional \$81,900 in gross profit per seller. Scaled to 250 sellers, total additional gross profit was projected at \$10.7 million.



4x
faster CRM admin



3.5x
increase in identified new accounts



\$81k
increase in projected profit per seller



\$10.7M
increase in total projected profit



Map My Customers has been an absolute game changer.

The easy-to-use platform and streamlined activity tracking simplifies the prospecting process. I feel excited about going out and talking to potential clients knowing that documenting my tasks and activities won't take hours to input.

— VP of Sales