

PegaSystems Reaches Sales People More Effectively with uStudio

THE ISSUE

Software company PegaSystems was looking for an effective way to meet their sales team “where they are”—which is always on the move. Previously, PegaSystems was reaching their sales teams through a weekly webcast and hosted many webinar-based training sessions. These webinars were live dial-ins and took place at a fixed time, so it was not convenient for employees who were based in different time zones. They needed a communication and training medium to help Pega’s sales teams sell better, faster, and more effectively.

PROGRAM TACTICS

- PegaSystems hosted their podcast launch during their Sales Kick-Off. It’s the one time of year where the global sales organization is together. They had a dedicated kiosk for podcasting information and gave away a set of AirPods to one employee who downloaded uStudio.
- PegaSystems leaders made a point to clearly communicate with employees why they were switching to private podcasting and what benefits the new medium would bring them.
- To incorporate storytelling into their content, one show features employees sharing real-life sales stories. The experiences shared cover different industries, different types of clients, or a different sales approach used.
- PegaSystems interviewed people within the company and asked who they thought were the best account executives. That’s how program leaders initially found employees to highlight within episodes. Now, they follow a nomination process to be featured.
- Many employees actually host podcasts in their spare time and were happy to help with the editing process for Pega’s podcasts.

THE RESULT

FAST ADOPTION

Had over 50% adoption in the first two weeks.

RETURNING USERS

They average 65% monthly returning podcast users and 90% returning podcast users.

LOVE LEARNING

They have found employees love learning from others within the same role.

SCALING PROGRAM

PegaSystems would like to keep scaling their program to reach different departments within their organization.

“ The uStudio team has been awesome. Every single question that we had and every single fear that we had ended up being something we shouldn’t have been nervous about. The customer service aspect of the company has just been phenomenal. It’s been a really great experience. —Lauren Shanley, PegaSystems ”