

# HOW GRADMOR'S EMPLOYEE PERFORMANCE INTELLIGENCE HELPED PULSE ADVERTISING IMPROVE ACCOUNT MANAGER PERFORMANCE

## Introduction

**Pulse Advertising is a marketing agency with over 70 Account Managers.**

Pulse Advertising had seen a huge increase in demand for their social media marketing services, but was seeing mixed results from the Account Managers that they hired. This was creating financial setbacks as they scaled as customer satisfaction was dropping leading to less client projects and retention.

## Challenges

**Account Manager underperformance leading to an increase in client churn and project deliverable delays.**

With the new influx of talent, Pulse began to experience client churn and project delays that was preventing them from taking on new business and keep current business.

**No way to use data to understand why there was such an increase in underperformance.**

With no visibility into their data into what drive better Account Manager performance, Pulse didn't have a way to address these challenges.

## Solution

**Performance Analysis into their Account Manager team to determine causes for the drop in team performance.**

After conducting a Performance Analysis, we determined that the reasons why Pulse was experiencing such a drop in performance had to do with inconsistent onboarding process across office locations, employee disengagement after the 6 month mark in their tenure and a hiring process that was based on gut feeling instead of data.

This became a bigger issue when they began hiring more and more Account Managers, as it created unpredictable results once they started hiring more people quickly.

"Gradmor' insights helped us better understand why Account Managers were underperforming and what we needed to do improve performance going forward."

**- Eddie Byrd, Managing Director  
Pulse Advertising**

**17%**

**INCREASE IN CLIENT  
RETENTION**

**30%**

**DECREASE IN ACCOUNT  
MANAGER TURNOVER**

**GRADMOR**