

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

Employee Performance Intelligence to determine causes for the drop in team performance on their Account Management team.

With our Employee Performance Revenue Report, 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 gave Pulse the data necessary to take action and shift how they evaluated, trained and developed new account managers.

"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