

CASE STUDY

Samsung Launch Support

Learn how our team transitioned Samsung sales enablement from reactive print-driven support to a dynamic data-driven digital resource.

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Introduction

WHO WE ARE

Monkeytag

A small agency team with a lot of experience, trusted by some of the world's largest brands. Monkeytag's interests lie in strategizing how to drive sales and build loyalty via thoughtful planning and execution.

Lane 4 Tech

A group of software developers who enjoy taking on complex challenges that require reliable and effective solutions. The Lane 4 Tech team is continually experimenting with engineering better ways to build things.

Together we are MonkeyTech

PROJECT OVERVIEW



THE CHALLENGE

Samsung sells smartphones and accessories through independent sales teams at both carrier stores and retailers (“channel partners”). Each sales team supports many different phones — including Samsung’s competitors. These teams have to be aware of specific launch dates, features, and even accessories, which can vary from carrier to carrier (as well as retailers).



THE GOAL

We wanted to equip the independent sales teams with the necessary information they could use to confidently sell Samsung’s smartphones and accessories. We knew this information had to be up-to-date, accessible, and customizable so that sales teams could quickly engage with customers, answer questions, and share documentation.



THE SOLUTION

We compiled and digitized these resources onto an online, single-source platform that all sales teams could access without the worry of a login. This newly created hub was called Samsung Launch Support (SamsungLaunchSupport.com) and represented the beginning of Samsung’s sales enablement process.

Here is how we did it



How We Started

In 2015, Samsung brought Monkeytag in to support existing initiatives. At the time, Samsung was using a variety of loyalty and internal training sites in addition to their general brand website, Samsung.com. Offline, they were spending millions of dollars a year on print collateral.

Our first project was to develop launch kits. Launch kits were used to introduce the latest phone, along with its features, specs and messaging. It was a way to get sales teams and channel partners excited about the new devices, and to help encourage sales to their clients.

Eventually our role expanded to creating all of the Samsung marketing collateral for retail stores: table tops, spec sheets, banners, tear sheets, posters, promotional items, and more.

However, we identified issues with the existing process:



Big Costs

Printing and shipping thousands of launch kits multiple times a year was expensive – costing several million dollars annually.



Long Lead Times

It took weeks to print and deliver collateral. This approach meant that Samsung had to finalize designs and details weeks in advance.



Reprints & Wasted Spend

Last minute changes to specs or messaging meant having to reprint collateral. This resulted in wasted time re-assembling launch kits, unusable materials, and additional shipping costs.



Lack of Feedback

With physical collateral and long lead times, we could not adjust our materials based on feedback from sales teams. It resulted in a system that was all output and no input.



Unable to Track Utilization

Samsung didn't have a way to determine the most useful material for the sales team. Plus, many stores didn't permit "leave-behind" materials, so some pieces couldn't even be leveraged after initial training.

The Samsung Channel Team was not utilizing digital marketing in their overall sales marketing efforts. Therefore, we saw an opportunity to introduce and implement a digital marketing solution.

Building an MVP

At Monkeytag, we are constantly looking for ways to improve, or “PlusUp,” our clients’ businesses. We collect these ideas, and they become part of our quarterly and annual strategic plans.

One of our PlusUp ideas in 2016 was to incorporate a simple one-page site into the existing launch kits. This would allow us to test digital collateral while preventing a significant disruption to the current strategy.

This was the perfect MVP – Minimum Viable Product. And our idea was approved.

In 2017, we launched SamsungLaunchSupport.com. It was a simple splash page (one-page site) with a specific purpose: provide a way to deliver video content and news to sales teams.

We promoted the site through NFC (“Near-Field Communication”) promotional items included in launch kits. Our biggest success came with NFC bracelets; sales reps could scan them with their phone to easily pull up the Samsung Launch Support site (34% of our traffic came from NFC bracelets).

Independent reps were choosing to wear reminders to sell Samsung devices. We could track where users were coming from, what devices they were using, and who our audience was via demographic information.

In a few short months, Samsung Launch Support had 3,610 sessions from 1,380 users. On average, users visited the site for 2 minutes and 10 seconds. A notable 92.88% of our traffic was from mobile devices, indicating users were on the move. We needed to build a resource that was able to move with them.

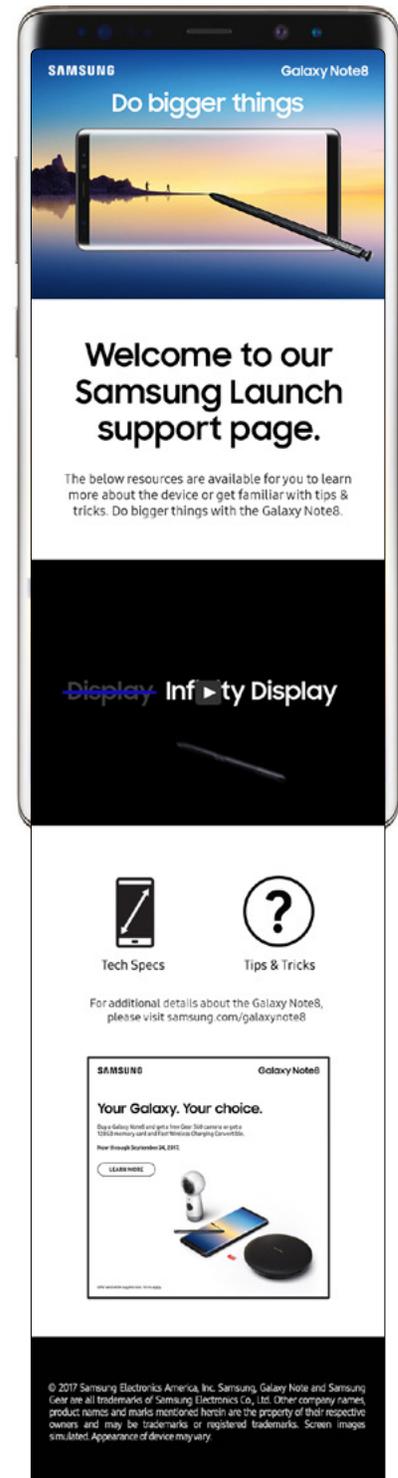
With a successful MVP, we recommended expanding its capabilities.

2017

92.88%
Mobile Traffic

1,380
Users

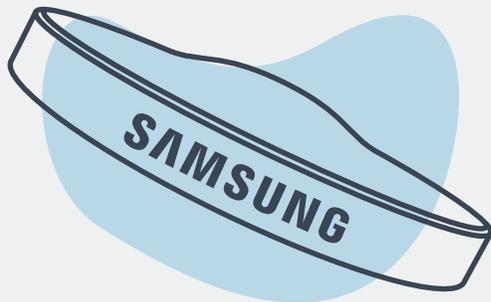
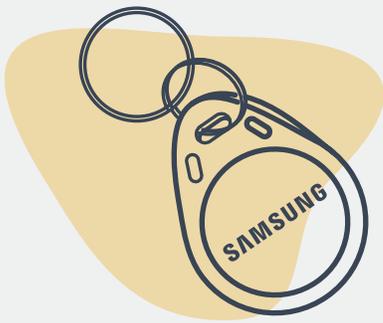
3,610
Sessions



Going Big on Digital

In 2018, our next step was to expand our MVP from a one-page website to a full website. We had proven that we could drive traffic, and had feedback that the site was helping sales reps.

Version 1.0 of Samsung Launch Support had been launched alongside a print campaign. Version 2.0 of Samsung Launch Support was going to be a full digital campaign. This was going to be the Samsung Channel Team's first fully integrated digital experience.



THE PROOF IS IN THE DATA

Although the NFC bracelets drove the majority of visits to our site in 2017, thousands of NFC Bracelets were never used.

For the first time, we had analytics on collateral usage. This highlighted that a lot of sales reps weren't using what we were sending. We had suspected this anecdotally, but now we had analytics.

The data exposed the need for focus groups. We needed to interview stakeholders to find out what they needed from us and identify opportunities for site expansion.

To gain a holistic understanding of what value was attributed to each segment of the sales teams, we aimed to conduct focus groups and interviews with 3 primary stakeholders.

FOCUS GROUP STAKEHOLDERS



Field Sales Managers (“FSMs”) work for Samsung and are responsible for educating the sales teams. They visit carrier and retail stores to answer questions, preview upcoming launches, and make sure retail sales associates are ready to be a resource for customers.



Retail Sales Associates (“RSAs”) are independent and can sell customers on either Samsung devices or competitors. We want them to recommend Samsung devices to their customers.

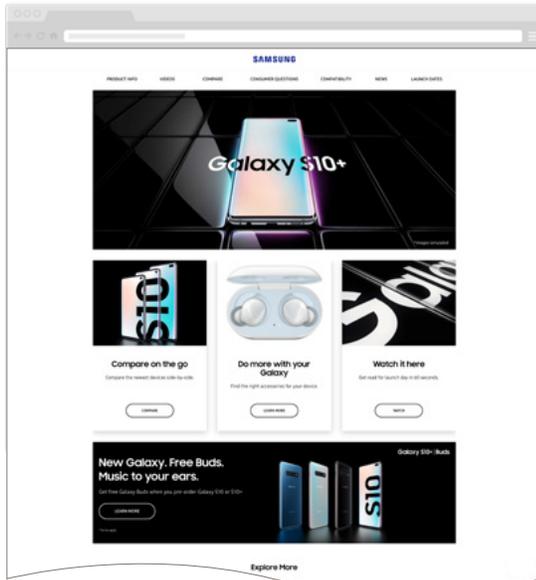


Samsung Corporate sets our guidelines and criteria. Our goal was to support sales goals, align Samsung Launch Support with marketing campaigns, and operate within Samsung’s brand guidelines.

FOCUS GROUP LEARNINGS

HOME PAGE:

Quickly Communicate the Unique Selling Proposition



From FSM's: They need the latest device's unique selling proposition.



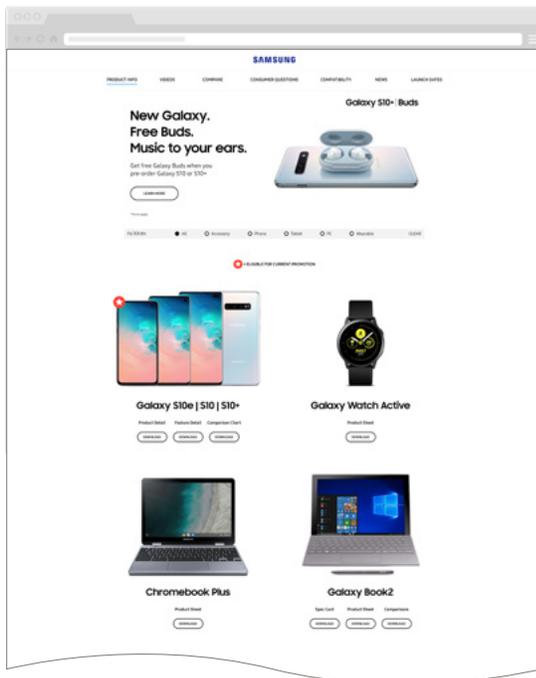
From RSA's: They need to be able to find pertinent information as quickly as possible.



From Corporate: To align with Samsung's existing marketing, the home page needs to feature images, copy, and selling points consumers are also seeing in ads.

PRODUCT INFORMATION:

A Library of Collateral to Leave Behind



From FSM's: They need a library of all product collateral to help with sales training, and answering questions. And since many stores do not permit leave-behind materials, they need a way RSAs can easily access the information later.



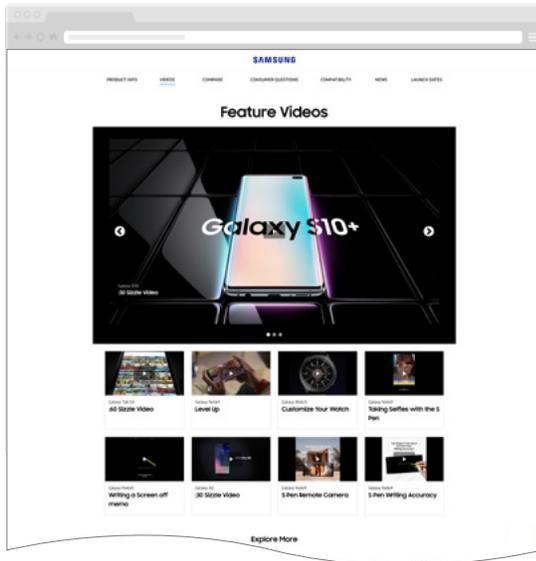
From RSA's: Speed is essential. RSAs need to easily access the latest device product sheets, specs, and comparisons.



From Corporate: Print collateral came with its own set of challenges. They need a way to make launch collateral more accessible and trackable to better understand what's working.

VIDEOS:

Enhance Training and Troubleshooting



From FSM's: During pre-launch store visits, FSMs typically don't have actual devices to demonstrate how to use specific features. Videos provide a better alternative to step-by-step printouts.



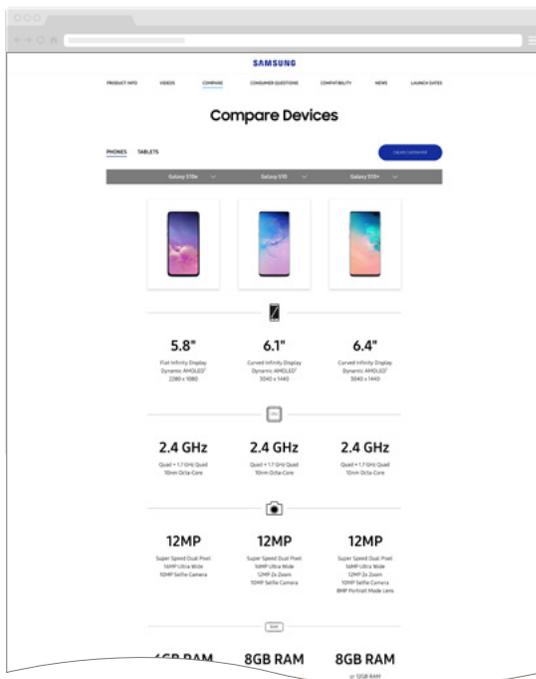
From RSA's: Previously, RSAs had to wait for FSMs to visit and ask questions. With Samsung Launch Support, they can reference a library of how-to videos.



From Corporate: Videos are a great way to make sure that RSAs are seeing the same information as consumers – further aligning sales and marketing.

COMPARE:

Create Qualified Sales



From FSM's: By highlighting each device's unique selling proposition, comparisons teach reps to qualify sales, and find the right Samsung device to recommend.



FSM TIP: The easiest sale is to upgrade a customer to the next version of the phone they already have. We wanted sales reps to be able to step out of that box, and provide a more qualified recommendation.

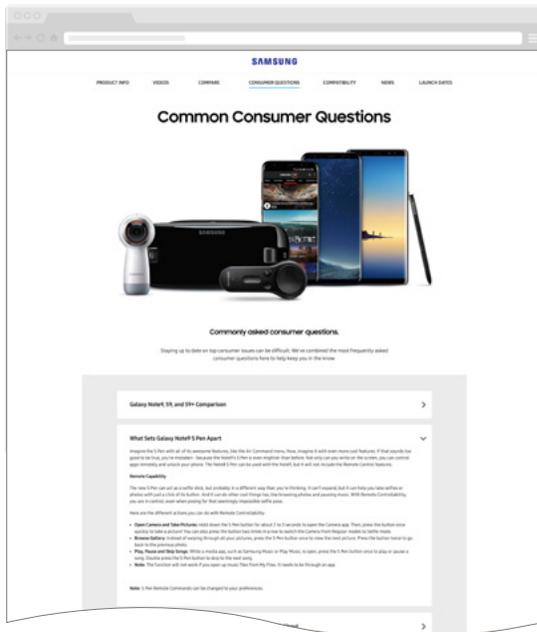


From RSA's: RSAs are asked about the difference between devices. They need a way to create custom comparisons that are specific to a customer's question and needs.



From Corporate: With a number of devices out in the market, there are a variety of device combinations for comparison. They need a way to create custom comparisons that are cost-effective and efficient.

FAQS: Deliver Detailed Answers in a Flash



From FSM's: Focused on the latest devices, FAQs reinforce in-person sales training, and a flashcard-like design allows for independent study.

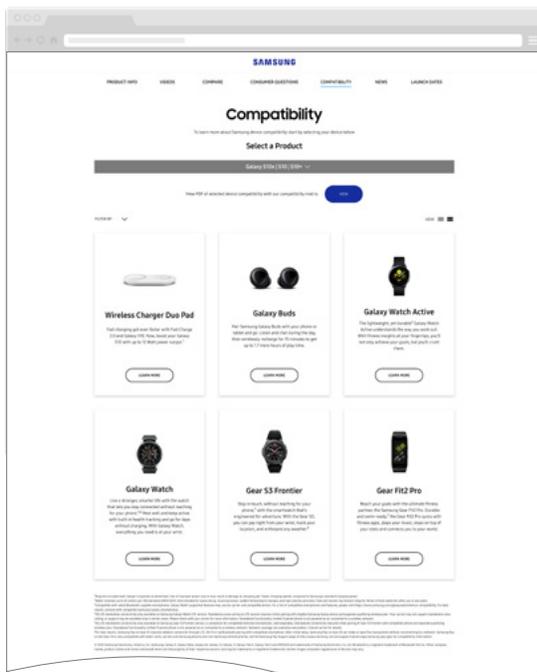


From RSA's: Again, speed is key for this group. FAQs allow them to find quick answers to a consumer's most common questions.



From Corporate: Before adding FAQs, Samsung Launch Support didn't have a long-form section. FAQs are the perfect place for Samsung to answer questions in detail.

COMPATIBILITY: Encourage the Upsell



From FSM's: Accessories are complicated by the number of options and brands. Samsung Launch Support takes care of listing which accessories are able to pair with which device, making the FSM's job a little easier.

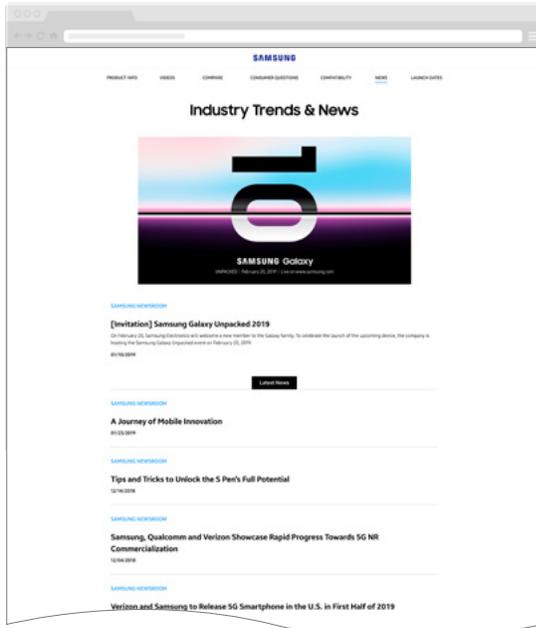


From RSA's: RSAs are under time pressure. With Samsung Launch Support, they can check compatibility with just a quick click.



From Corporate: Encouraging RSAs to view compatible accessories promotes the idea that a customer's smartphone is part of a bigger Samsung ecosystem.

NEWS & INDUSTRY TRENDS: Stay In The Know



From FSM's: FSMs are heavily relied upon as beacons of knowledge; however, they sometimes struggle to get up-to-date information. News is an easy way to keep them in the know.

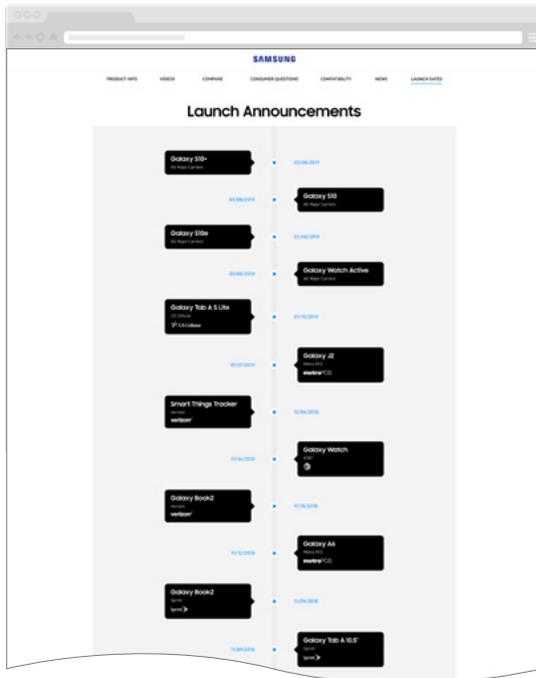


From RSA's: They are expected to have knowledge about a variety of brands. They need a way to find Samsung-curated news that is relevant to their category.



From Corporate: Samsung wanted a place to provide the opportunity to learn more about Samsung products, releases, and awards. News was the place to do that.

LAUNCH DATES: Showcase Launches by Carrier



From FSM's: RSAs used to have a lot of questions about when devices would be available. Now, with Samsung Launch Support, FSMs can spend more time on unique selling propositions and demos.



From RSA's: The best customers are excited about new devices, and want to know when it will be available on their plan. Samsung Launch Support makes it easy to answer.



From Corporate: Samsung launches a lot of devices – 17 in 2019. Samsung Launch Support helps keep those dates straight.

Engineering the Right Solution

While focus groups and interviews helped us define *what* we needed to build, the MVP taught us *how* we need to build it.

When we realized this would take an engineering team, and not just a web development shop, we called Lane 4 Tech. They develop and maintain mission-critical software. If you need to build an e-commerce site with thousands of SKU's that can't ever go down, Lane 4 Tech is the right partner.

Together, we architected a strategy that allows Samsung Launch Support to deliver the following criteria:

BALANCE IMAGES WITH BEING MOBILE-FIRST

Equipping reps as they talk with customers requires a mobile-first approach. Plus, the data supported our use case: 92.88% of our MVP traffic was from mobile devices.

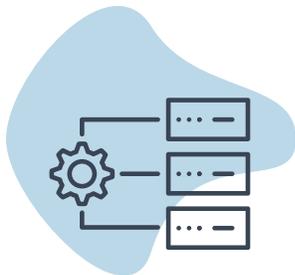
We learned from our MVP that Samsung expected crystal clear images, and reps expected fast load times. We needed to preserve print's ability to create stunning imagery, yet we also needed to deliver speed. We didn't want the site to slow down as more devices and images were uploaded.



Our solution was to use a static site generator.

In short, a static site generator builds every view of the site's pages in advance to speed up the delivery of each requested page view. In comparison, traditional websites wait until a page is requested, and then generate the content on-demand each time, leading to longer load times depending on the content.

This way we didn't have to make server calls, as each "call" takes time. Plus, with a Content Delivery Network (CDN), we could deliver page views lightning fast anywhere in the world. And more importantly, we automatically saved, or cached, collateral as reps created it (for instance, with the site's responsive comparison charts). With this approach, we only made server calls for new combinations, while previously created collateral didn't require an API call.



The result was a fast site that would stay that way as more device content and images were added. We knew this site had the potential to be huge.

MAKE UPDATES EASY – NO CODING REQUIRED

The MVP was hard-coded and therefore any change required a software developer. This build approach limited who could make changes.

This wouldn't work because we knew the velocity of change that was required. Samsung would need to make several updates a week, sometimes several a day. Non-developers had to be able to make changes to make this process work.

Our solution was to build everything via a Content Management System (CMS) and automate much of the page building. Now updates required simply adding device information. After adding, the CMS could automatically build the pages and allow reps to custom create collateral. No coding required!

We also reduced opportunities for errors since users only needed to update information once, and it automatically updated in multiple places – no forgotten changes.

PUSH UPDATES LIVE WITHOUT IMPACTING AVAILABILITY



We needed to know that updates were fully tested. We also needed to be able to push changes without interrupting reps mid-sale by taking the site down.

Updates had to be seamless.

Normally we could accomplish this with a standard Dev > Test > Production workflow environment. Build on Dev, testing on Test, and once everything is approved we push to Production. However, we learned during the MVP that a straight forward workflow wasn't enough.

SUPPORT A COMPLEX CHANGE MANAGEMENT PROCESS

Every change had to be reviewed by different teams, both at Samsung and specific carrier channels. This meant that some changes could be approved, while other changes were still being reviewed, tested, or debated.

We needed a process that allowed us to break changes into separate “branches.” Branching changes allow us to publish (push to Production) changes as they were approved.

Our solution was to use Netlify to automate our builds, and to also have it save each of them separately. With Netlify you simply push from Git, and then Netlify creates a new branch that can be reviewed and published.

PROVIDE A HISTORY OF CHANGES

Branches were saved, and we found ourselves and Samsung Corporate clicking on old branches to reference previous versions of the site. For instance, they would utilize historical branches when asking for feedback from sales teams.

Most importantly, in the event something went wrong, we could quickly revert to a previous version with just a click. All versions were available at any time.

TRACKING UTILIZATION

Of all the benefits of a digital strategy, the need for analytics was the main driver for Samsung's move to digitizing their sales enablement process.

Maximizing sales required delivering what FSMs and reps needed and would use. Analytics created a clear way to track utilization and find opportunities to improve.

Our solution was using Google Analytics and Google Tag Manager (GTM). These allowed us to track everything down to the button click. However, this was just the start.

Data has driven many improvements, but it also has created more questions. We have since expanded how we capture and use analytics.



SUPPORT INNOVATION AND EXPANSION



Samsung was used to having to quickly adjust to their channel partner's needs. We knew that we had to build a site that could easily expand and support completely new ways of working.

We were careful to make architectural decisions that didn't back us into a corner. This paid off, especially with Samsung Launch Support's ability to support customized carrier pages.

These improvements established a strong foundation that would allow Samsung Launch Support to evolve for future initiatives and optimizations to better drive sales and improve ROI.

The Results So Far

The new and improved Samsung Launch Support website officially launched in 2019. In just one year, it had 62,507 users and 150,703 sessions – a major improvement from the original MVP. Additionally, visitors were spending an average of 1 minute and 39 seconds on the site, with an average of two pages viewed per session.

Supporting Samsung's sales teams is an ongoing activity. We regularly solicit their feedback and experiment with new ways to support them by updating the site several times a month.

OUR LEARNINGS



No Login is a Win. We decided to not require a username and password for the Samsung Launch Support website, which elicited positive feedback from reps.



Email Capture. Another pleasant surprise was the number of email addresses we collected. We added a simple cookie-based pop-up when the homepage loads, and in the first year collected over 9,000 email addresses.

We were hesitant, but the feedback has been great. Reps have actually requested emails about new launches.



Carrier Pages. Initially, Samsung Launch Support was a one-stop-shop for everyone, but with our experience, we knew the site needed to be built with future expansion in mind.

As soon as we launched, carriers started to ask for their own customized page. We have built an MVP for this project, and are now working with Samsung on a strategy for these carrier-specific sites.



Analytics & Polling. We launched with Google Analytics, tracking everything button-by-button, link-by-link. Now, we are including polls and surveys to get more feedback on how to further enhance this sales enablement tool.



And the Biggest Lesson. Our work has been most successful when we bridged multiple departments and stakeholders. Sales enablement blends sales, marketing, and branding teams together. Collecting feedback from all relevant parties allows us to more effectively plan *what* to build better.

OUR SOLUTION

MonkeyTech transitioned Samsung sales enablement from a reactive print driven support tactic to a dynamic data-driven resource that's able to be accessed anywhere, anytime, by anyone.

The solution provided proved to be:



Efficient

\$3.2M saved in print spend since 2017



Sustainable

Nearly 40 devices supported with rich product imagery and information



Reliable

No login required
allowed easy access
while digital format
allowed access 24/7, 365



Innovative

Input from teams
were easily accessed
via Contact Us form
and soon to be polls



Trackable

Any click, view or
scroll was tracked via
Google Analytics

Sales enablement is defined as the strategic, ongoing process of equipping sales teams with content, guidance, and training they need to effectively engage buyers.

About Us

We bring the best of both worlds, by combining Monkeytag's 10 years of branding and marketing experience with Lane 4 Tech's passion and proven track record of engineering software solutions.

WHAT CAN WE DO FOR YOU?

MonkeyTech is the bridge between your marketing, sales team, and key stakeholders. With experience creating a data-driven platform for a global brand, we have what it takes to create an optimized sales enablement platform to help improve your sales team's success rates and ultimately drive sales.

WHY WORK WITH US?



We believe in collaboration.

We believe in strong client relationships and strive to be an extension of your team to accomplish the impossible.



We customize solutions.

There's no one size fits all approach. We work with you to determine a plan that's right for your team, customer, and brand.



We are technology agnostic.

We focus on the solution. Technology is just a tool.



We create simple solutions.

Our job is to solve problems, not introduce more complexity.

Contact us

Let Monkeytag create tools your sales team will actually use
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