

Genetec embraces digital productivity and boosts efficiency with Qorus

Situation

Genetec Inc. is a Canadian provider of video surveillance, access control, and license plate recognition solutions with over 1,200 employees worldwide. The company produces a large amount of content as part of its commercial process, including training documents, marketing collateral, pitches, reports, proposals, and RFP responses. This content is critical to the effective commercial operation of Genetec.

Before introducing Qorus, the bid management department had to search through content extensively, and they found the process of completing documents and answering RFPs laborious and time consuming. The content required to respond to RFPs was difficult to assemble because different groups had their own databases of information. Sales people were writing their own content and each person compiled it differently. For these reasons, proposal messaging wasn't consistent.

Given that Genetec is a technology company and therefore working in an environment of constant change, reusing content that was even just a few months old could result in out-of-date bid responses.

Solution

Qorus is a sales enablement platform that is fully integrated into Microsoft 365. The platform's add-ins enable users to find and use winning content without leaving Office applications. The Genetec bid team also uses Office Teams for digital team collaboration.

Qorus worked with the team to centralize content in Microsoft SharePoint Online, creating a unified Microsoft platform to facilitate well-managed content.

It wasn't long before Genetec increased the number of Qorus licenses to almost 120 to include its sales professionals. The sales team is spread out across the globe and needed a solution that gave them 24/7 access to content, not having to wait for the bid team to be "open" to get access to it. They needed to know that they could trust the content to be current and accurate whenever it's needed.



"Since implementing Qorus for our content, the bid team has seen significant gains in productivity when responding to bids. With Qorus, the sales team itself has been able to directly leverage the same quality content to work with our partners on proposals as well. This has resulted in us being able to present a 'Genetec proposal' to the marketplace."

Karen Bleakley

Bid Content Manager, Genetec Inc.

Benefits

After introducing Qorus, the improvement immediately seen was the speed at which content could be found and responses to bids could be put together – the turnaround time was reduced, allowing the team to get to market fast.

Thanks to the use of metadata on all Genetec bid content, search accuracy improved greatly. Bid team and sales professionals can now filter content and spend less time going through a long list of results. They find what they need the first time. Content can now be imported straight into Word and Excel response documents.

The sales team loves being able to instantly attach content to an email and generate a PDF on the fly if needed. This enables them to respond faster to enquiries and spend less time overall on these tasks. Further, using the Qorus Share & Track feature, sales professionals can now share content more easily with partners and customers, and follow up with them for further discussion.

See Qorus in action!

Boost productivity, enhance the customer experience, and accelerate the sales process with Qorus.

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For more information please visit:

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About Qorus Software

Qorus is the sales enablement platform that connects people, content and data to get to market fast and win more deals.

Our software is incredibly powerful but highly intuitive and very easy to use. It's integrated across Microsoft 365 and major CRMs. Our award-winning Customer Success Team ensures our clients across all industries reach their goals.

We are a diverse, vibrant group with headquarters in Seattle and major offices in New York, London and Cape Town.

