



Synchrony Financial spends 35% more time selling

Located in Stamford, CT with 15,000+ employees, Synchrony Financial is a consumer financial services company that leads in providing private label credit cards.

The Challenge

Every rep in Synchrony's sales force was spending at least a full day each week creating custom presentations. Using static data crippled productivity, as reports would often be outdated in just a few days. Sales needed a better way to ensure quick access to compliant and on-brand materials to focus more time on meeting with prospects.

The Solution

Synchrony's reps now easily generate and access sales materials on their iPads, wherever they are, to deliver personalized content to prospects every time.

The Impact

Sales has increased its productivity to a the equivalent of hiring 15% more reps, meaning 35% more time selling in the field.

35%

More time selling to prospects

8-12 hrs.

Saved in internal content creation each week per sales rep