

Executive Overview

- Headquarters: Salt Lake City, Utah
- Cloud based Solution
- Sales, Collections, Service/Support, Field, Operations
- Data agnostic with CRM, telephony, Ticketing, BI, etc.
- Drives retention, culture, engagement, productivity

Product & Service Offerings

- Cloud Based Gamification
- Using performance inspiration to maximize employee performance
- Built in BI Tool with reporting and Dashboard capabilities
- Bring together KPI's, training, learning, and more

Key Features & Differentiators

- Retention increases 40% and more
- Badges. Levels, Recognition. Competition. Built-in store. One platform.
- QBR Reporting to show impacts within metrics
- Reporting and dashboards for real-time change
- Instant add on to existing solutions as overlay

Top Industries Served

- Other

Ideal Customer Profile

- Primary Target Prospect: Gamification Performance Inspiration CCaaS/UCaaS
 - Company currently using CCaaS or UCaaS solutions, CRM, or other
 - Companies 100-20,000 employees Companies who are looking to increase retention, drive culture, maximize engagement, and improve CX
- Primary Target Prospect: Outside Sales, Field, Operations, Installers, etc.
 - Companies looking to maximize engagement whether with individuals or large store chains.
 - Minimum 50 stores/locations or 100 field workers

Qualifying & Technical Questions

- What is your current attrition?
- What are you doing to retain employees?

- How are you solving for customer experience challenges?
- Do you currently recognize all or some employees and if so how?
- How much time do you spend currently on manually creating contests, events, engagement opportunities for employees? How do you differentiate yourselves in recruiting and then maintain the talent?

Elevator Pitch

Heyday Now leverages customer data to build gamification around KPI's with rewards and recognition through badges, leveling up, challenges, throwdowns, and even a built in coin store. Driving productivity while building culture, boosting morale, increasing retention, and impacting the CX by driving the EX.