empulse

Keeping your finger on the pulse

empulse Sales Training Plan

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Sales Team Training Plan

This plan provides the *empulse* Sales Team with how training is delivered and key information that they need to understand to sell the *empulse* product. All the information is available online.

Training Requirements for Sales Personnel

Sales personnel are provided training via scheduled online seminars. Sales personnel are briefed on all the material that they need to understand. The sessions take one hour and are interactive. After the briefing, sales personnel are required to:

1. Read and understand the material referenced in this document. It will help you when you talk to clients. Expect to take 3 hours to fully understand the information.
2. Act as a potential customer, see the demo and use the interactive demo.
3. Provide us with feedback. We are always looking to improve.

The *empulse* Product

empulse is designed to provide corporate business with a modern communication capability, support IT organisations and business employee engagement by empowering employees. The product delivers immediate benefits and improves business communications immeasurably. Users subscribe to communication channels. Management and publishers receive user feedback and message performance metrics that together informs them how effective their communications are being received by the workforce. Communications improve because management / publishers know that their messages will be assessed by their workforce. Communications team improves again if user feedback is negative and management seek employees' reasons. If management listen to their workforce, communications will definitely improve and the workforce will feel valued.

empulse supports the business IT by providing real-time user feedback, monthly feedback from over 95% of users, keeps users better informed of IT, quick application launch, crisis management alerts, performance dashboard and a powerful 'heat map' that shows exactly the locations of users and how they feel about the IT service.

empulse was designed by a team with expertise in communications, IT and employee engagement. It is no surprise therefore that *empulse* supports many of the employee engagement capabilities. Users are empowered and leaders need to act with humility to listen to their employees' feedback. The implementation guide defines an Employee Engagement Maturity Plan and provides specific details regarding how *empulse* supports employee engagement.

empulse provides many capabilities and these are described within the website and various guides.

empulse Marketing Strategy Plan

The *empulse* Marketing Strategy Plan was defined after much research was undertaken regarding how to sell to a corporate business. Given that *empulse* is relatively new and Baytree is not a big company we need people to promote *empulse* who are respected and have established a good working relationship with corporate business.

That person is YOU.

See the *empulse* Marketing Strategy Plan for more details.

Baytree Organisation

Founded in 2014, and based in Stanmore, UK, Baytree Labs is a professionally managed Software Development Company servicing Enterprise clients all over the world.

With a dedicated team specialising only in technical services, we have built an outstanding reputation in the Technology Industry. Our goal is always to develop software that addresses a genuine business need and works in an intuitive and user-friendly fashion. Years of experience in web application and website development gives us deep technical insight, rigorous programming savvy and a keen commercial focus.

We have worked closely with a range of industries and truly understand that no two customers are alike. Hence, we tailor our services and technology to our customer's specific needs. Our varied and extensive industry knowledge ensures that our team are perfectly placed to understand and deliver value to your business quickly and efficiently.

Working with Baytree Labs, you get an agile approach to solution development that can be deployed on premise or in the cloud, and made available on the multiple types of devices. Our knowledgeable team have high levels of expertise in a diverse number of software development technologies, as well as a full understanding of the importance of usability and accessibility, coupled with innovative design skills.

We have expertise in many types of web applications across many different industries, giving us wider and deeper insights into the field than most of our rivals. We've taken our own web applications to market too, so our experience isn't just as software developers.

That broad expertise allows us to be of value across the board. We'll start off by discussing your business wants and needs, and come up with some plausible directions to explore for business solutions.

Website Overview

The original website was very modern, describing the *empulse* product well, emphasising the business value associated with implementing the *empulse* capabilities. It was upgraded in September 2020 to significantly enhance the customer support requirements. It also delivers a much-improved experience for the customer.

These requirements begin with a comprehensive *empulse* demo that shows many of the *empulse* features. It then provides a unique capability that allows a client to use *empulse* via the interactive demo. This can be made available to a client within minutes.

The Trial / Evaluation phase is fully supported and made very easy for a client to undertake. We believe we have removed many of the business challenges involved in an evaluation by providing comprehensive guides.

Our Implementation Guide provides the best advice for roll-out and shows how *empulse* can support communications, IT and a business drive to implement employee engagement.

Our website has received excellent feedback from consultants and business leads.

empulse Guides

Interactive Demo

This guide provides an excellent experience for a potential customer. It allows them to use *empulse* and can be made available to them within minutes. No longer does a client need to spend hours installing software, setting up the system just to try it out.
See guide [link](#) for more information.

Installation and Configuration

The *empulse* product can be installed within hours for more extensive usage such as evaluations or full implementation.
See guide [link](#) for more information.

Trial / Evaluation Guide

This guide provides excellent information that removes many of the business challenges to conduct a tool Trial / Evaluation. We include a draft plan showing objectives, timescales, milestones, resources, roles, tasks and success criteria. It also provides pre-defined messages that can be used initially to ensure that users understand how providing feedback improves their communications.
See guide [link](#) for more information.

Implementation Guide

This guide provides recommendations to the customer regarding rollout. These recommendations are based on experience and are extremely useful. In addition, the guide shows how *empulse* supports communications, IT and employee engagement.
See guide [link](#) for more information.

empulse Product Guide

This guide shows how to use the key features of the product. It provides a summary of the tool. *empulse* is very intuitive and a detailed User Guide is not required
See guide link for more information.

empulse Development Plan

The *empulse* product has a comprehensive development roadmap. This includes the development of the mobile app, more advanced usage of our powerful unique 'heat map', improved survey capabilities and message knowledge management that improves the quality of communications.

See *empulse* development plan link.

empulse Pricing Guide

The *empulse* Pricing Guide is exactly that, a guide. Depending on the client and the potential for more sales, we can be flexible. (Normal sales process).
Please see link to see the details of the Pricing Guide.