

Fuse Workforce Management generated over \$300k of annual recurring revenue from clients who found them on G2 Crowd



The Results



Competitive wins



Increased customer awareness



Generated quality leads

Fuse Workforce Management has seen tremendous ROI from upgrading their profile on G2 Crowd. Since January 2015, Fuse Workforce Management has leveraged their Premium listing as an opportunity to connect with qualified buyers. As a result, Fuse has generated over \$300k of annual recurring revenue from active buyers who discovered their profile on G2 Crowd.

The Company

The Fuse Workforce Management™ platform unites time and attendance management, human resources management, and payroll into one system. This lets you spend less time trying to manage different systems, and more time empowering your employees to do great work.

"If you deliver a high-quality product and a high-quality service in a service industry, then you need as many channels to spread that word and G2 Crowd is a great place to do that."

John Duval, CEO at Fuse Workforce Management



The Partnership

Fuse Workforce Management uses G2 Crowd to generate high-quality leads, as well as influence all of their other deals. Fuse feeds prospects to their profile on G2 Crowd at every stage of the sales cycle. By referencing their G2 Crowd profile in demos, linking to their profile in follow-up emails, and highlighting side-by-side comparisons of their product versus a competitor's, Fuse has converted prospective buyers into paying customers.

Challenge Addressed

Most of Fuse Workforce Management's competitors are larger and have the resources to devote some of their efforts to outbound sales; Fuse, however, focuses on inbound sales. Fuse turned to G2 Crowd as a channel to promote their brand, gather references smoothly, and put their product directly in front of active buyers.



Stand out against larger competitors

Fuse Workforce Management, while smaller among the marketplace, is able to use their high customer satisfaction scores to differentiate themselves from larger competitors. Buyers have managed to find Fuse even when researching larger, competing products.

Our data powers world-class marketing campaigns

Educate and engage with prospective buyers through in-depth and timely product information generated from trusted peers—information that they cannot get anywhere else.

