



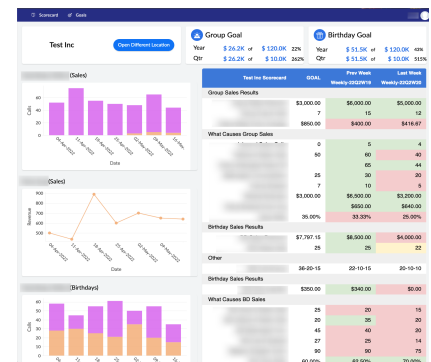
*TrainerTainment, a premier training and coaching organization (and happy Zoho customer of 5+ years), provides a powerful coaching program to maximize their clients' performance and grow their businesses.*

## The Challenge

TrainerTainment's coaching program defines a large but effective set of Key Performance Indicators that track the client's progress through the year. Clients are required to enter their team's prior-week performance ahead of regular meetings with their coach. These spreadsheets had to be manually recreated for every new client and refreshed every quarter for existing clients, a time-intensive and error-prone process that, if completed incorrectly, rendered the coaching sessions useless and reduced client confidence in the program.

## The Solution

The TrainerTainment Accountability Tracker (AKA "TAT") is a sophisticated Creator Portal application that allows for the dynamic definition and tracking of custom metrics and roll-up calculations. With flexibility equal to the spreadsheet it replaced, the TAT reduced new-client setup time from hours to minutes and provides a comprehensive, ongoing dashboard of client status, including a stoplight chart comparing the current and last weeks' performance relative to goal.



**With this new platform, the TrainerTainment team have not just improved their efficiency. With more confidence in the numbers, and more time to review them, they've improved client satisfaction, which goes right to the bottom line!**

*"We're so excited about the superior client experience TAT brings. Our clients love it!"*  
 - Beth Standlee, CEO TrainerTainment