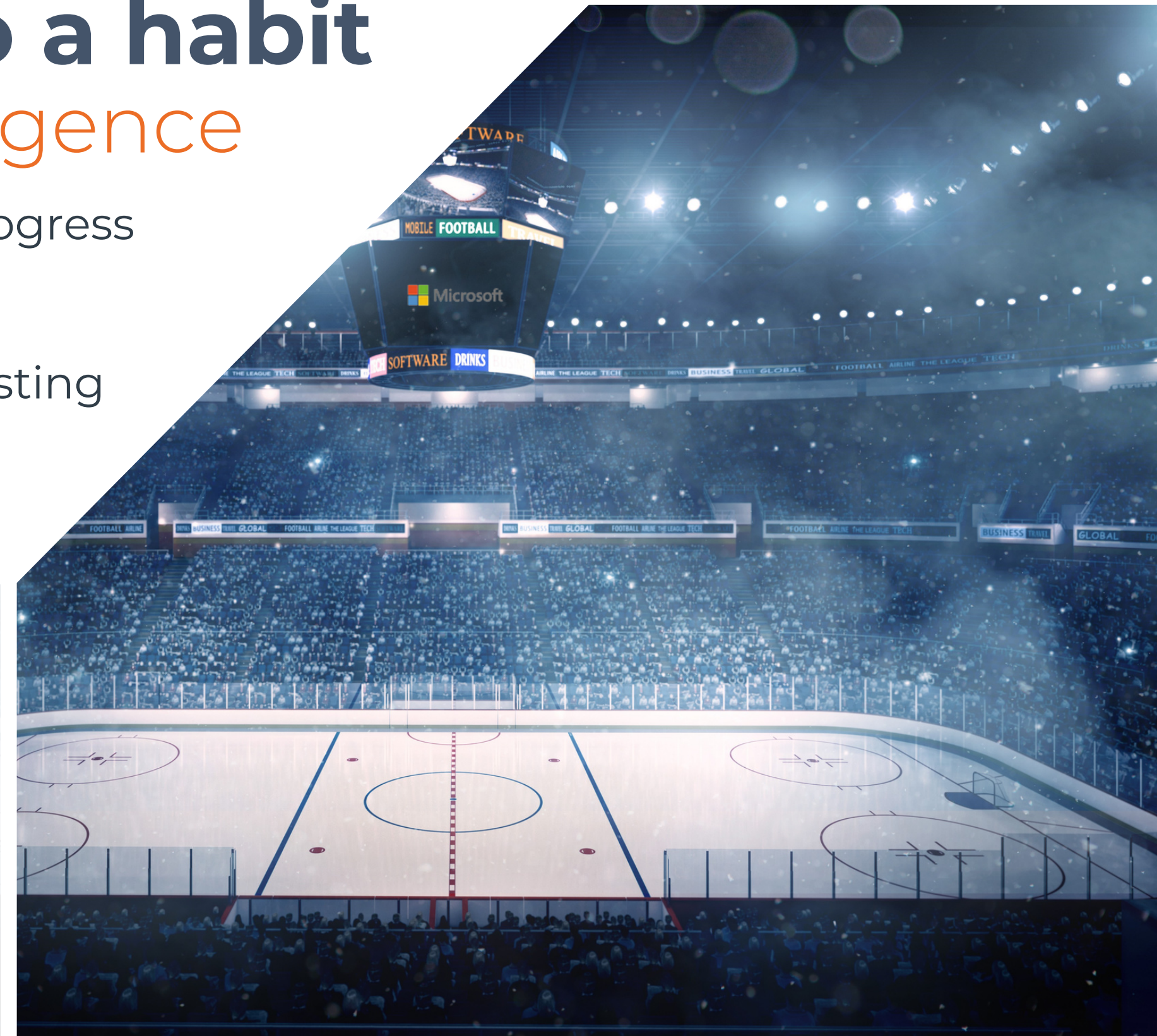


Turn CRM adoption into a habit powered by behaviour Intelligence

Bisevo rewards good performances and makes progress visible. Recognition builds momentum.

With gamification and real rewards, teams use existing systems properly and perform better together.





BEHAVIOUR INTELLIGENCE FOR CRM ADOPTION

Bisevo connects to Microsoft Dynamics 365 and turns CRM adoption into a daily habit, tracked automatically.



Behaviour Intelligence

Identifies and reinforces the CRM behaviours that drive business value.



Automatic Activity Tracking

Every CRM activity is collected straight from Dynamics 365, with no manual reporting.



Gamified CRM Adoption

Builds better habits through challenges, achievements and rewards.



Data Quality Improvement

Increases CRM completeness, follow-up rates and pipeline accuracy.



Live Behaviour Analytics

Measures adoption across teams and individuals in real time.



Configurable Behaviour Engine

Rewards exactly the behaviours your organisation wants to encourage.

Better CRM habits. Better business outcomes.

Bisevo Gamification Platform

Bisevo helps teams turn everyday actions into progress.

With light nudging, recognition and rewards, Bisevo helps teams boost CRM adoption, collaborate better and share good examples. Coins turn effort into recognition. Behaviour Intelligence turns routines into repeatable wins.



» Challenges & goals

Customisable goals and challenges that fit your workflow.

» Learning & check-ins

Built-in e-learning and surveys. Points and coins for answering gives high participation.

» Rewards & recognition

Medals, campaigns, leaderboards and a real reward shop.



» From good intentions to visible progress

Many organisations invest in new systems and training, yet everyday habits stay the same. CRM is a common example: rolled out with good intentions, then used inconsistently. Bisevo keeps people engaged day-to-day, celebrating good examples like proper CRM use, safety behaviours, collaboration and customer relation.

Challenges



Many teams have invested in CRM, but usage stays too low. Training and pulse check-ins get skipped or quickly forgotten. Leaders need a simple way to turn insight into action so the right routines become the new normal..

Solution



A mobile-first platform that tracks activity automatically from systems like Dynamics 365, with no manual entry. Achievements, challenges, feedback and a reward shop reinforce the right behaviours, insights show progress in real time.

Outcomes



More consistent CRM adoption, clearer pipeline stages and more reliable forecasts. Reps chase fewer status updates, customer records become more complete, and the data behind AI and planning grows sharper.



BISEVO FEATURES



Gamified key habits, learning, and development



Built-in e-learning modules, checklists, and surveys



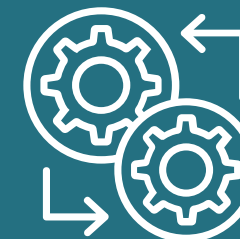
Points, coins, medals, campaigns, feedback, and leaderboards



Integrated bonus and reward shop



Customizable goals and challenges



Open APIs for seamless integration with other tools



Available on iOS, Android, and Web



Webadmin and dashboard



» Customer success: Granitor Electro

Across 70+ locations, Granitor wanted everyone playing the same game: sharper commercial habits and better customer conversations. With Bisevo and Azure in place, Granitor focused on behaviour change: 200 leads shared, 40% converted into new deals, and customer meetings increased by at least 30% once reps could earn raffle entries for logging them.

- ▶ Bisevo made it easy to share wins across sites – 200 business leads in six months, with 40% converting into new deals.
- ▶ Marketplace procurement + Azure foundation for fast rollout at scale.
- ▶ Raffle entries for logging customer meetings lifted meeting volume by at least 30% and kept participation high.



» Customer success: Öresundskraft

Öresundskraft is a regional energy and communications company. They use Bisevo to boost day-to-day adoption of the CRM-system by rewarding valuable actions so usage became consistent without extra admin. This is what team leader **Sebastian Biesterfeld** says about BisevoApp:

"We use Bisevo to create real value for our people – an investment in our staff through a platform that adds both value and challenge"

"Bisevo fits our needs: it's easy to navigate and straightforward to follow."

"As an administrator, I see it as a powerful tool for building tailored challenges and the Bisevo team has been responsive and flexible to what we need."



» Customer success: Trafikverket

Trafikverket uses Bisevo as a collaboration and e-learning app across large infrastructure projects – connecting around 10,000 users, from project managers to contractors. Through shared pulse checks and open, anonymous feedback, teams surface collaboration issues early and solve them together – before small problems grow into costly delays. **What they use Bisevo for:**

▶ **Project-specific pulse checks:** Teams set their own questions per project so the check-ins match the reality on site.

▶ **Shared results:** Anonymous results are visible to everyone, not just the manager creating a common view of what's working.

▶ **Earlier course-correction:** Teams use results to agree actions early, helping prevent small issues from turning into costly rework.



Ready to put your team on the scoreboard?

[Start a free trial](#)

Call for more information: +46-8-121 316 16

Questions? Email: info@bisevo.se

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