



Fortune 10 Company: 6.2% Lift In Customer Engagement

Industry: Technology

Company Size: 100,000+ Employees

Sales Motion: Hybrid; Comprising of Commercial + Enterprise Selling

6.2%

Median Change in CES for Top 5 Users

2.5%

Median CES Change
for All Users

56%

Users Reported
Pipeline Increase

The Problem

The company is one of the biggest innovators of recent times. One of the characteristics associated closely with the company is its 'customer obsession'. When its leadership came across Humantic AI, they immediately saw an opportunity to elevate its 'customer obsession' even further. With a large portion of interactions having gone digital post COVID, the company had anyway been feeling distanced from its customers.

In its leadership's words "We obsess about the customer. Before this, we have never seen a technology that actually helps us obsess more about the customer".

The Approach

Humantic AI was rolled out to 70+ salespeople, spread evenly across its ADM (aka BDR) and AE teams. Humantic AI's native Salesloft and Salesforce integrations were activated to ensure that buyer enrichment data could be leveraged at scale.

Advanced training sessions were conducted by Sandler (Humantic AI's Strategic Training Partner). At the end of the 1 year period, won and lost deals were analyzed to study the tool's impact on win rates.



The Demand Generation team focused on email personalization features. It used Humantic AI's Generative AI suite to craft DISC tuned emails, as well as social selling features.

The Account Management teams used Humantic AI's full product, including Buyer profiles and Buying Committee Maps for meetings + Gen AI suite.

The leaders too were using Humantic AI to prepare for meetings. One leader started printing buyer profiles and took them with her to in-person meetings.

“One of our AM's customers who was unengaged for a long time finally replied to his message drafted by Humantic AI. He was super excited.”



Diana C.
Sr. Sales Leader