NASDAQ Listed Startup: 37% Increase In Overall Win Rate

Industry: Technology   **Company Size:** ~1,000 Employees
Sales Motion: Highly Targeted and Personalized Mid-Market Selling

37%

Higher Win Rates In Deals Where Humantic AI Was Used

94% Delta in Purchase Likelihood for Certain Personality Types
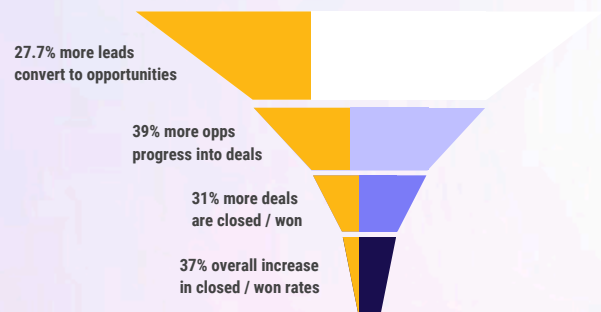
The Problem

The company is one of the pioneers in the Business Intelligence space. Operating in a competitive market with numerous business intelligence and visualization solution providers, the company distinguishes itself through product innovation. However, it understood that customers do not always notice product differentiation fully; hence differentiating by ensuring that its sellers come across as the most trustworthy partners was critical.

After a pilot which saw Humantic AI impact the pipeline by as much as 200%, it decided to deploy the product for ~50% of its 150+ member salesforce.

The Approach

20 sellers from 4 teams across one of the US regions participated in the pilot. These teams consisted of a Demand Generation team whose core focus was greenfield customer acquisition; and three Account Management teams focused on mostly brownfield opportunities. The company tracked a standard metric called Customer Engagement Score (CES) for each member; a 5% change in this score over 4 weeks was determined as the 'success criteria' for the pilot.

27.7% more leads convert to opportunities

39% more opps progress into deals

31% more deals are closed / won

37% overall increase in closed / won rates

Measured Impact of Humantic AI Across The Company's Sales Funnel

The ADM team focused on using Humantic AI inside Salesloft, which it used as its primary engagement platform. Additionally, the ADMs used it for their first meetings before passing any deal to their AEs.

The AE team used the tool on LinkedIn, Outlook and Salesforce to personalize their pitch, run tailored demos, manage multiple stakeholders, and handle buyer objections effectively.

Additionally, the CDO's office leveraged enrichment data to develop a finer understanding of its ICP; and study patterns across customers it won or lost more often with.

To any CRO evaluating Humantic AI, I'd call it the ultimate edge to yield more results, as long as you have your foundations in place.

Mohammed Aaser
Chief Data Officer