

Case studies

Coaching

PEYD

“This Is Mind-Blowing” — How one Sales Manager used AskElephant to coach smarter and close more deals

Challenge

Co-Founder at The PEYD Group, Pinny Ackerman, needed a reliable way to review sales calls they couldn't attend and provide consistent coaching to his reps. Manual processes made it difficult to identify trends, performance gaps, or missed opportunities. The lack of visibility was slowing down the team's ability to improve and close deals faster.

AskElephant solution

AskElephant was implemented to automatically summarize Google Meet calls and generate coaching insights for each rep. Pinny used these summaries to review call performance and provide real-time, actionable feedback, without sitting through full recordings. The team began integrating AskElephant into their daily workflow, with plans to expand across platforms like RingCentral.

AskElephant result

Pinny was blown away by the accuracy of the summaries, describing the results as “mind-blowing.” AskElephant gave him full visibility into rep conversations and coaching moments, saving time while improving team performance. With real-time insights now part of his process, Pinny is scaling smarter coaching without increasing manual effort.