



Fortune 20 Company: \$60M Additional Pipeline In 30 Days

Industry: Technology **Company Size:** 200,000+ Employees **Sales Motion:** Enterprise; Large Deals

\$60M

Additional Pipe Across 10 Sellers in 4 Weeks

51%

Net Promoter
Score

33%

Time Saved In
Research

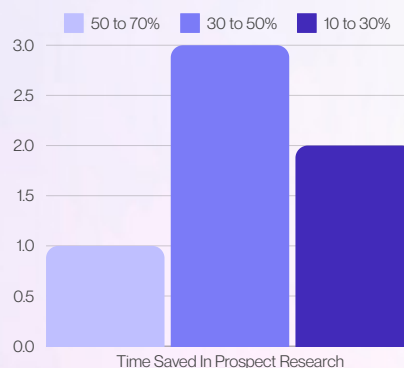
The Problem

The company is a global technology giant. Having developed a popular enterprise AI Copilot for sellers, it is by itself a significant player in the Sales AI space. While its sales team was amongst the first to adopt Sales AI, it was also apprehensive about the additional value of another Sales AI assistant.

The leadership recognized that while its Copilot was powerful at providing a wide variety of insights, it specifically lacked any deep insights about people. And in large-deal selling, trust and relationships play a vital role. Hence, it decided to go ahead and pilot Humantic AI's buyer intelligence offering.

The Approach

12 sellers from the Healthcare practice joined the Humantic AI pilot. Over a period of 4 weeks, these 12 sellers used Humantic AI to adapt their customer interactions to the buyers' style. From Buyer profiles to Humantic AI's DISC tuned Generative AI functionality, they used a mix of features to change how they were interacting with customers in meetings as well as written communication.



Sellers continued using Copilot for deal intelligence and other insights. They used Humantic AI specifically to learn more about buyers, including those they already knew.

Given the vast footprint of the company, its focus was not new logo hunting, but increasing the temperature of the 'heat maps' which it tracked for each customer.

Sellers using both systems indicated that Humantic AI started helping them take conversations further than they could have using only the Copilot.



As a lifelong student of sales, I look for better ways to control the quality of my outreach. Humantic AI has changed the game for me.



Carson Heady
Managing Director, Americas