

Case studies

Deal intervention



From missed signals to real-time intervention—How Supered uses AskElephant + HubSpot to save deals and drive revenue

Challenge

Supered's sales team lacked a streamlined way to review deals and identify which opportunities needed attention. Deal reviews were time-consuming, inconsistent, and often missed red flags. Sales leaders struggled to get real-time insights into call quality and pipeline risk, making proactive intervention difficult.

AskElephant solution

Supered integrated AskElephant with HubSpot to automate deal tracking and sales call analysis. The platform scored calls, updated deal records, and tagged opportunities needing follow-up—providing sales leaders with an instant view of which deals required attention. During pipeline reviews, reps could quickly go “boom, boom, boom” through flagged deals using AskElephant insights, saving time and improving accuracy.

AskElephant result

AskElephant gave Supered real-time visibility into deal health, enabling faster and smarter sales interventions. The team saved hours on manual review and recovered at-risk deals that might have otherwise been lost. The integration significantly enhanced the value of their HubSpot CRM—turning pipeline reviews into a high-leverage growth opportunity.