Fortune 50 Company: $26M Additional Pipeline In 45 Days

Industry: Technology **Company Size:** 120,000+ Employees **Sales Motion:** Enterprise

$26M

Additional Pipe Across 10 Sellers in 6 Weeks

57%

Net Promoter Score

41%

Time Saving During Research

The Problem

In 2023, the company, in alignment with industry trends, was undertaking various strategic initiatives to "do more with less". A specific initiative part of this exercise was to enhance sales productivity.

Artificial Intelligence (AI) was identified as a key enabler for facilitating this transformative change in its sales function. Numerous AI-powered sales tools and processes could make its salesforce more efficient, but when its leadership was introduced to Humantic AI, they quickly noted its unique value proposition - the ability to use AI to enhance relationships and trust. Coupled with the fact that new logo acquisition had been established as a strategic priority, they immediately agreed to give Humantic AI a try.

The Approach

20 sellers across three teams and two regions were set up to use Humantic AI. Over a period of 6 weeks, these 20 sellers used Humantic AI to adapt their customer interactions to the buyers' style. They used Humantic AI's DISC tuned Generative AI functionality to write emails differently than how they would otherwise, and used Buying Committee Maps to prepare for interactions with larger stakeholder groups.

Time Saved In Prospect Research

Legend: 50 to 70% | 30 to 50% | 10-30%
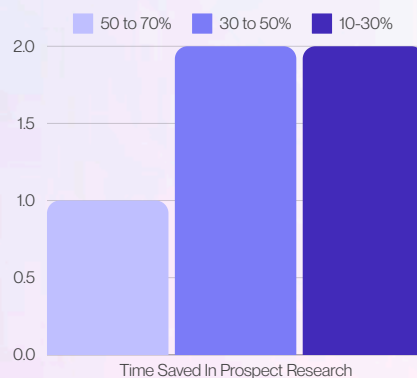
The sellers wrote DISC-tuned emails to prospects who had previously not responded; using language that the AI predicted would appeal subconsciously to the recipients.

For subsequent meetings, they used Humantic AI's Pre-Meeting Insights that automatically sends out an email with profiles of all attendees 30 minutes before a meeting.

For tackling larger groups where the sellers might not know many of the stakeholders, the sellers used Buying Committee Maps to work the room precisely.

> *I messaged a prospect on LinkedIn using Humantic AI and they responded. Which is a win in itself, but they also responded within 24 hours! The tool is quite powerful.*

Chris K.
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