



Publicly Listed BPS Company: Revenue Acceleration With Buyer-First AI

Industry: Technology **Company Size:** 25,000+ Employees **Sales Motion:** Enterprise Selling

1 in 3

Users Report Increase In Pipeline (In A Quarter)

91%

Feel More Prepared
For Sales Calls

8/10

Median
Product Rating

The Approach

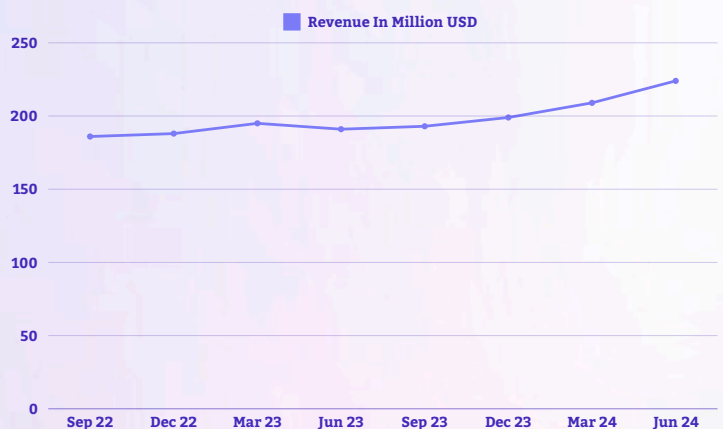
Committed to transforming its sales strategy, the company integrated Humantic AI across its sales funnel. After considering a smaller initial deployment, the company ultimately deployed Humantic AI to 80+ sellers across its Inside Sales and Field Sales teams.

The initiative had strong support from leadership and users found the product to be intuitive, so several teams adopted the product very quickly.

The Problem

The company, a leading business process services (BPS) firm serving hundreds of global clients—including 18 Fortune 500 and 3 FTSE 100 companies—was facing a significant challenge: revenue had been flat for six consecutive quarters. The leadership recognized the urgent need for innovation, and looked towards AI to help break this stagnation as well as become future ready.

The company's new CEO, having been the CRO at an AI unicorn before joining the company, was aware of Buyer-First AI and its potential impact, and therefore turned in its direction to boost revenue growth.



The Inside Sales reps became heavy users, leveraging Humantic AI's Outreach integration for more personalized outbounding .

The Humantic AI Chrome Extension, Outlook, Calendar and Salesforce Integrations made adoption easy, pushing adoption rate to 77%.

Feedback from multiple BUs was unequivocally positive and the company decided to make Humantic AI a permanent part of its Sales tech stack.

“It is my go-to tool before I enter a meeting room. It gives me an excellent perspective.”



Srihari S.
AVP, Client Services

“It is super useful and I've got used to having the insights before any meeting.”



Andy M.
SVP, Sales