

CASE STUDY

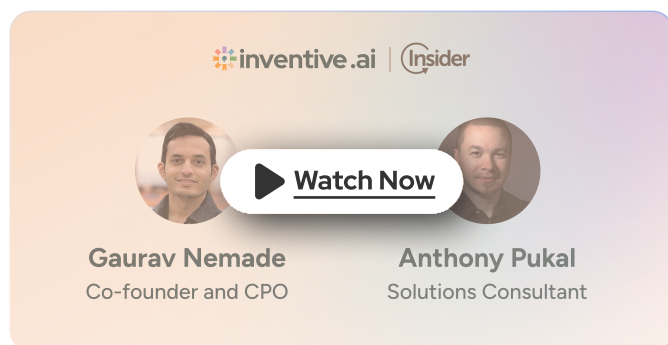


Insider Achieves 50+% Higher Win Rate & 90% Faster RFP Responses with Inventive AI

ABOUT INSIDER

Insider is a global leader in personalized marketing, helping brands “turbocharge conversations, boost engagement, and transform overall customer experiences across web, mobile, and email channels, enabling them to grow smarter and faster.”

Anthony Pukal, a Solutions Consultant at Insider who partnered with Inventive AI to transform the company's RFP process. Watch his full video interview here.



CHALLENGES

Insider's Solutions team does ~100 RFPs annually and struggled with a tedious, manual RFP process. All Q&A content lived in Google Sheets, so finding answers and keeping them updated was tedious and challenging. The process was time-intensive, and the team often worked up to last-minute deadlines.

SOLUTION: INVENTIVE.AI

Insider implemented Inventive and started using the AI agents for RFP automation to overhaul their process. All existing knowledge sources which included Q&A pairs and documents were uploaded into Inventive's Knowledge Hub, creating a single source of truth for proposal content.

90%

Faster

>50%

Win Rate

5 Days

Time to setup the knowledge hub

10 Users

Onboarded in total for the first month

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Our win rate increased by more than 50% after implementing Inventive.



Anthony Pukal

Solutions Consultant,
Insider (www.useinsider.com)

OUTCOME & KEY RESULTS

With Inventive AI agents, the Insider team saw the following impact:



90% Faster RFP Completion

A ~100-question RFP that once took 4–5 hours now takes as little as 20–30 minutes to complete. This dramatic efficiency gain gives the team hours back to focus on higher-value activities (e.g. customizing strategy, engaging clients) rather than hunting for answers.



Easy to Maintain Knowledge Library

Insider no longer needs to maintain tedious Q&A pairs. Instead, they directly upload previous RFPs and connect their document management system with Inventive AI to generate responses effortlessly. This eliminates the daunting task of curating and updating the answer content library manually.



>50% Higher Win Rates

By enabling earlier submissions & higher quality answers, Insider's RFP win rate jumped more than 50% relative to before. The sales team now submits RFPs ahead of deadlines with tailored, thorough answers, making a stronger impression on prospects. Insider is advancing to final stages more often – with an estimated 50–70% chance of winning each deal now, up from ~30% before.



Improved Team Morale

What used to be a dreaded slog is now a more exciting, streamlined process. The solutions team feels energized when a new RFP arrives, knowing Inventive AI has tamed the “gargantuan effort” these projects used to require. Collaboration is easier, workload is lighter, and the team can take on more RFPs without burnout.

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The X-Factor at Inventive is not only that the software is fantastic, but also that that you guys actively seek feedback and implement it with remarkable speed.

Anthony Pukal

Solutions Consultant, Insider



Ready to transform your RFP process like Insider did?

To learn how Inventive AI can boost your proposal team's efficiency and win rates

Contact Sales

