



20K+ employees
100+ enterprise sellers



A leading global e-commerce platform serving millions of merchants that needed a consistent methodology (MEDDIC) for deal qualification and forecasting

Challenges



Inconsistent Data Entry

Despite training, reps updated MEDDIC fields in their own ways, making it hard to compare and trust deal data. The format was unstructured, and fill rates remained low.



Lack of Real Qualification

Reps often treated MEDDIC fields as a “checklist,” quickly filling them out without fully analyzing gaps (e.g., unconfirmed decision-makers).



Limited Manager Visibility

Incomplete or inconsistent MEDDIC data weakened forecasting and the sales managers could not quickly inspect deals for risks and track progress.

Oliv's Implemented Solutions

Oliv Intelligence

- ✓ Automatically gathers and synthesizes relevant deal data (e.g., from emails, call transcripts, meeting notes) into structured MEDDIC fields.
- ✓ Increased **true MEDDIC compliance**

Deal Driver

- ✓ Gave managers an at-a-glance view of each deal's MEDDIC status, enabling **early identification of at-risk deals** and timely coaching.
- ✓ With consistently accurate data, managers could **forecast reliably** and refocus their energy on strategic deal guidance, rather than chasing updates

CRM Manager

- ✓ **Synced all insights** that Oliv Intelligence captures directly into the CRM
- ✓ Standardized entries so **every MEDDIC field is logged uniformly**, enabling straightforward deal reviews and simpler forecasting.
- ✓ Eliminated **95% of manual CRM workload on reps**

Outcomes Achieved

17%

decrease in sales cycle



Higher MEDDIC Adoption & 95%+ Fill Rate

Automated data entry guaranteed consistency, freeing reps to evaluate deals rather than simply filling out fields.



Improved Close Rate (24% → 27%)

Early gap detection and accurate qualification drove more successful outcomes while reducing wasted time on unqualified deals.



Shorter Sales Cycle (53 Days → 44 Days)

Real-time visibility let managers remove obstacles faster, accelerating each stage of the deal cycle.



Accurate Forecasting & Stronger Pipeline Health

Consistent MEDDIC data enabled reliable forecasting and helped managers spot at-risk deals in time to intervene effectively.

Implemented Solutions

Oliv Intelligence

AI Agents



CRM Manager



Deal Driver