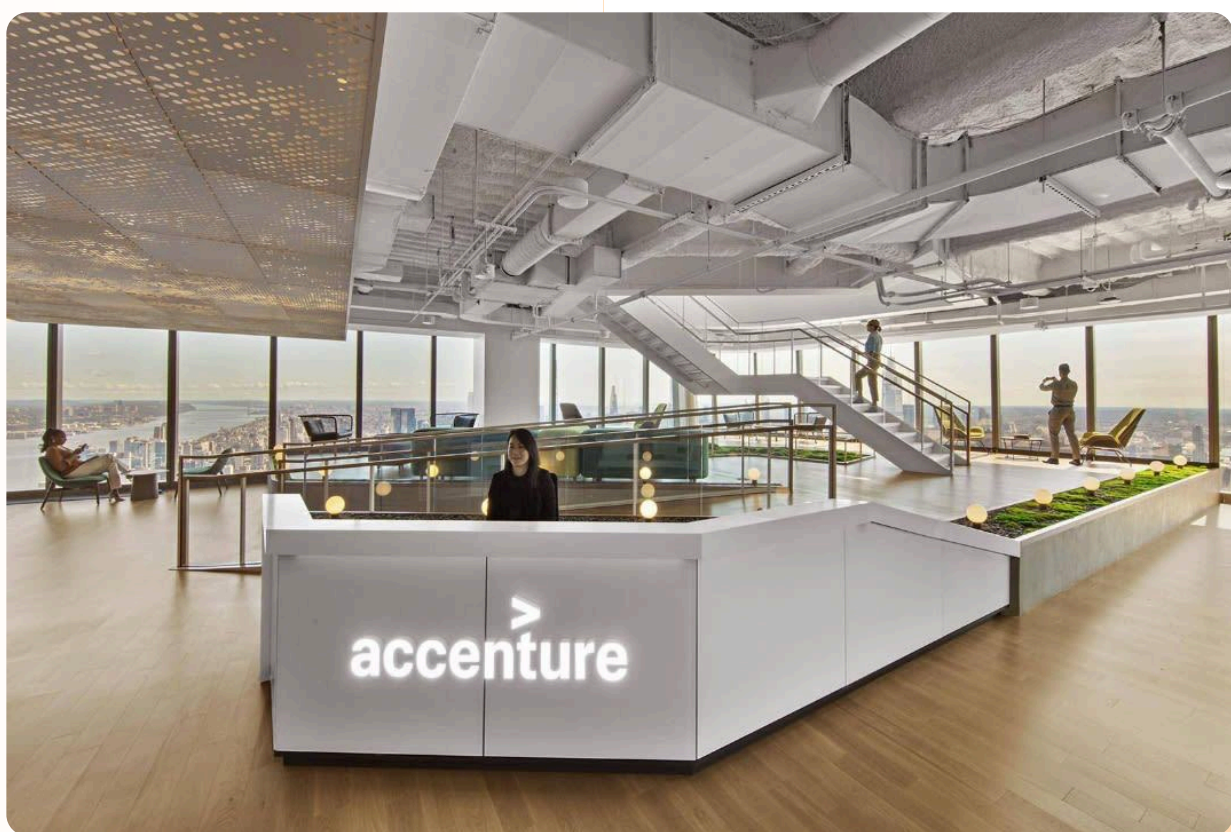


Accenture’s Key to Consistent, High-Stakes Sales

How Accenture uses Substrata to Improve Conversion in Complex, Multi-Threaded Sales Cycles



+18% Increase in Win Rates

14% Reduction in Sales Cycle Length

11% Increase in Quota Attainment

Emre Y.
Life Sciences Tech. Consultant

COMPANY SIZE
500,000+

INDUSTRY
Management Consulting,
Professional Services

HEADQUARTERS
Dublin, Ireland

CHALLENGES
Complex and high-stakes sales cycles involving multiple stakeholders and shifting dynamics, requiring deeper visibility into power structures and hidden resistance.

SOLUTIONS
Gain visibility into complex client dynamics to analyze communications, uncover hidden risks, influence stakeholder misalignment, enabling timely pivots, faster deal cycles, and more effective global team coordination.

RESULTS
Improved forecast accuracy, stakeholder alignment, and win rates in complex, high-value deals by uncovering subtle internal signals and guiding client teams to engage the right decision makers at the right time.

PRODUCTS USED:

- SoundWave**
Analyze conversational cues to discover the tension, power dynamics, and sentiment shifts during interactions
- Q For Email**
Build perceived authority in B2B deals by analyzing and optimizing communications for trust, credibility, and impact in your emails.
- Temper**
Interpret behavioral patterns to deliver actionable, insights for business interactions.



Navigating Stakeholder Complexity in High-Stakes Enterprise Engagements

As one of the world’s largest professional services firms, Accenture is a strategic reinvention partner to the world’s top organizations. Its multidisciplinary teams operate across industry verticals and services, from technology and operations to creative transformation and sustainability. But with that breadth come inherent complexities.

“Substrata’s deal intelligence reads tone and subtext and provides clarity in real-time, it’s a built-in AI sales communication coach. It helps me and my team establish trust early on, with little to no friction”

Accenture’s LS consultancy deals typically involve:

- High-ticket, multi-quarter sales cycles
- C-level and board-level engagement across multiple divisions
- Unstable stakeholder dynamics following M&A, reorgs, or strategic pivots
- Fierce competition from boutique firms

In this environment, even seasoned revenue teams often misread power structures or underestimate silent internal resistance. Existing B2B Sales Enablement tools fail to address these factors and surface them in time.



Substrata Provides Deep Social Signal Intelligence Across Global B2B Sales Motions

To elevate visibility into prospect-side dynamics, Accenture adopted Substrata’s platform to help its LS consultants identify risk, momentum, underlying perceptions and discreet prospect-side decision making patterns.

Substrata analyzed email communication, calls and other deal-related touchpoints to extract subtle cues—helping Accenture teams take the right actions and improve prioritization.

Real World Examples:

- In a digital transformation initiative, Substrata detected that the project sponsor had diminishing influence, even though their title and initial intro suggested otherwise. Substrata’s early signals of waning engagement helped Accenture pivot toward a far more influential emerging decision-maker in time to preserve the and realize the opportunity.
- For a global client, the sales team uncovered conflicting signals between the U.S. operations lead and European IT leaders. Substrata revealed an internal misalignment that would have stalled sign-off. The team proactively structured dual value messaging to reconcile goals as they shortened the anticipated close on the deal by several weeks.
- Accenture’s pursuit teams, often composed of strategy consultants, technologists, and client partners across time zones, used Substrata to standardize deal health insights. Managers could quickly identify when an opportunity lacked stakeholder depth, when sentiment was volatile, or when “polite positive” language masked disengagement.

Accenture was able to:

- 1 **Increase forecast reliability** for strategic deals (>\$5M in est. value)
- 2 **More effective stakeholder mapping** - improving win rates in multi-division pursuits
- 3 **Reduce last-mile attrition** in complex government and public sector opportunities, by proactively surfacing unspoken silent objections

More Reliable Forecasting, Greater Political Acumen, and Deal Continuity at Scale

Substrata helps Accenture deliver on its promise of 360° value by ensuring its client-facing teams remain aligned with the right people, at the right time, with the right message, even when internal signals are subtle or even contradictory.

“For the first time, I can now understand how prospects are reacting to my proposals or updates, and change my approach accordingly.”

Substrata is now being leveraged across several industry verticals, including **Health & Public Service, Financial Services, and Products.**