

From Uncertainty to Precision: The Path to More Predictable Enterprise Sales

Through Substrata, Deloitte is turning previously ignored nonverbal data into GTM gold.



+23% Increase in Win Rates

28% Reduction in Sales Cycle Length

30% Increase in Quota Attainment



Winning Far More B2B Deals with a New Secret Weapon

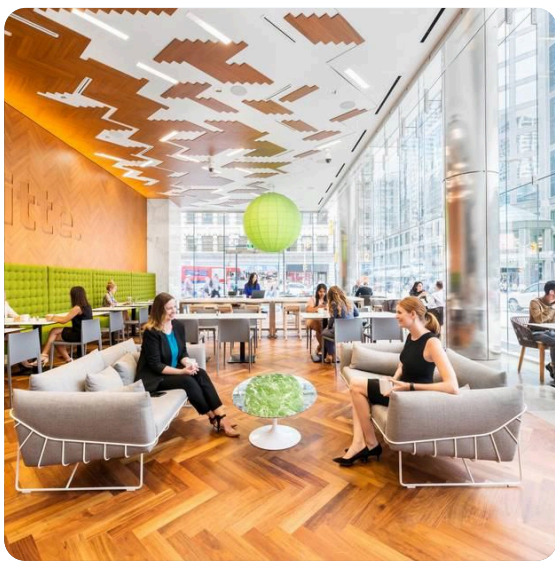
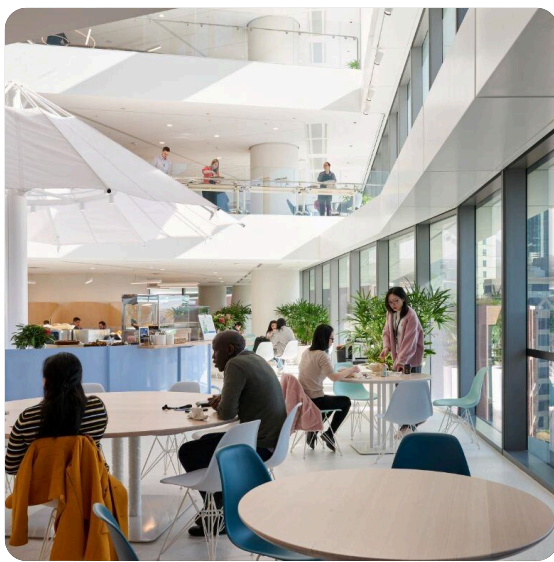
As a global leader in professional services, Deloitte operates across 150+ countries, offering a broad spectrum of services including financial auditing, accounting, consulting, financial advisory, risk management, and tax services. With an enormous workforce exceeding 460,000 professionals, Deloitte engages in multifaceted projects that often involve large and intricate stakeholder ecosystems.

“Substrata surfaces live prospect insights, allowing us to shape our communication in a way that helps establish competence, domain-expertise, relevance, consistency and trust.”

Real-world challenges:

- Multi-tiered decision-making processes across various prospect departments
- Ultra long deal cycles with changing stakeholder dynamics
- The necessity to control and momentum amidst constant organizational changes

Common B2B Sales Enablement platforms fall short in their ability to capture and/or analyze hyper-nuanced, contextual human communication that drives deal progression and revenue generation: prospect-side team hierarchies, sentiment shifts, disengagement intent signals, prospect-side sense of relevancy, consistency, seller competence & more.



To address these challenges, Deloitte integrated Substrata’s solutions to capture and analyze social signals and provide insights into stakeholder engagement and sentiment.

Substrata helped Deloitte to –

- **Identify Early Signs of Prospect-Side Disengagement:** By analyzing email and meeting communication patterns, Substrata flagged instances where key stakeholders exhibited reduced engagement, allowing Deloitte teams to proactively re-engage, offer fast solutions to burning problems, and realign project objectives.
- **Map Influence Networks Within Client Organizations:** Substrata’s analysis uncovered informal influence structures, enabling Deloitte to tailor their engagement strategies to address both formal and informal decision-makers effectively.
- **Enhance Forecast Accuracy:** Substrata ended up increasing Deloitte’s forecasting accuracy the and set the stage for improved resource allocation.

Benefits:

- 1 Increased Deal Closure Rates**
By proactively addressing stakeholder concerns and aligning engagement strategies, Deloitte observed a measurable uptick in successful deal closures.
- 2 Enhanced Client Relationships**
Understanding the nuanced dynamics within client organizations allowed Deloitte to build stronger, trust-based relationships, fostering stronger long-term partnerships.
- 3 Optimize Resource Deployment**
Improved forecasting accuracy enabled more strategic allocation of resources, ensuring that teams were deployed effectively to address client needs.

“Substrata has provided us with a deeper understanding of our prospects’ internal dynamics (office politics), allowing us to engage more effectively, make better decisions, and improve our overall bottom line.”

Sharper Focus, Stronger Relationships, Faster Wins

The integration of Substrata into Deloitte’s internal B2B sales processes yielded significant benefits. By integrating Substrata’s social signal intelligence into their sales technology stack, Deloitte has enhanced its ability to navigate complex stakeholder environments, leading to improved sales outcomes.

Deloitte.

COMPANY SIZE

~460,000 Employees

INDUSTRY

Finance, Accounting, Business Consulting

HEADQUARTERS

London, England

CHALLENGES

Managing complex, multi-stakeholder B2B sales cycles.

SOLUTIONS

Communication analysis to reveal social cues, allowing for early identification of disengaged stakeholders, better mapping of influence networks, and improved sales forecasting accuracy.

RESULTS

Improved deal closure rates, (23%), shorter sales cycles (~23%), and optimized resource deployment.

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

Evaluates behavioral tendencies such as decision making speed, risk tolerance, and interaction style to provide practical insights for business interactions.