Diagnose your **$800M sales enablement problem** in 30 days

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Do you have Sales challenges? Learn how one company discovered and diagnosed an $800M problem with precision, facilitating rapid solutions.

THE PROBLEM

The problem was simple: sellers needed support in order to win business, but the resource strain that it caused was not sustainable. Sourcing specific medical devices, getting answers from vendors, and navigating internal systems could be difficult – that was a reality. And the corporate staff was always helpful, but the work needed to be streamlined and easier for everyone.

That required getting to the root cause, but diagnosing the problem wasn't easy. Many people were involved, sending many emails, Slack messages, making phone calls, and only the sellers worked in Salesforce. Getting to clarity felt slow and impossible.

THE SOLUTION

Enter Groopit. Groopit tracked all sales support issues, combining key data points from email, Slack, and Salesforce. What was discovered? The root causes, bottlenecks and $800M of annual revenue at risk. **Groopit unlocked a new path forward for increased efficiency and accelerated revenue growth**.
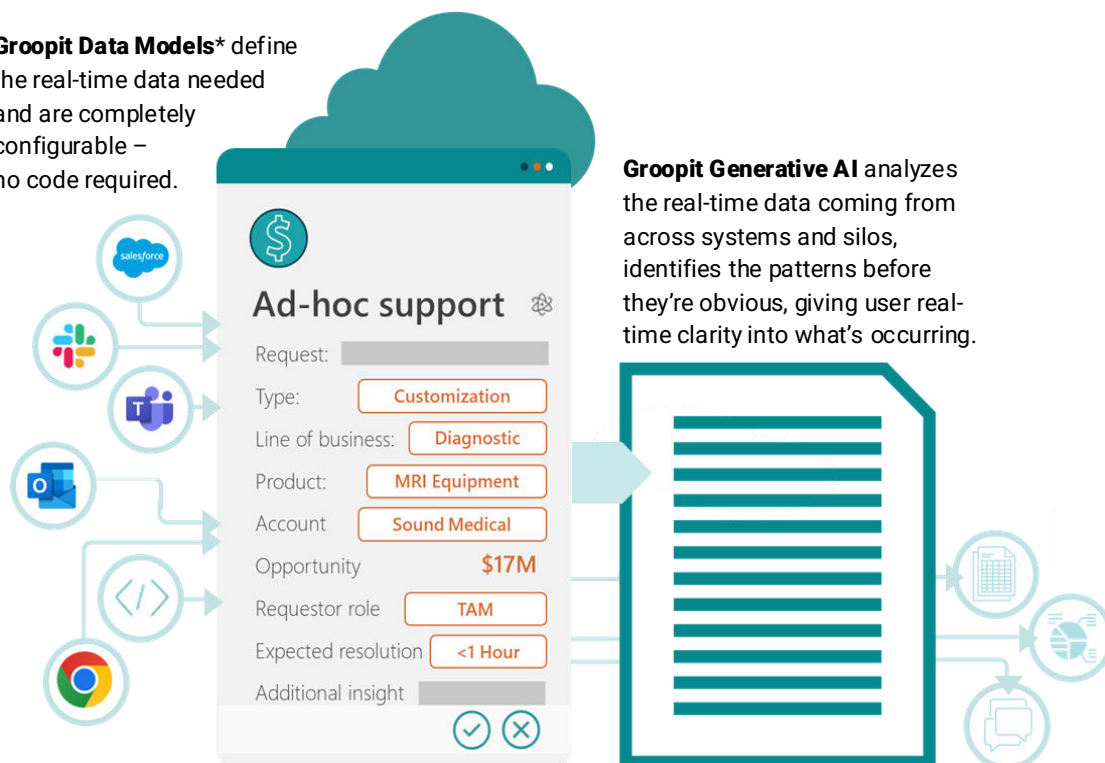
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Groopit Data Models* define the real-time data needed and are completely configurable – no code required.

Groopit Extractive AI* pulls details out of email and initial requests so employees can share with a click.

Groopit Connectors allow real-time data to be shared from across systems
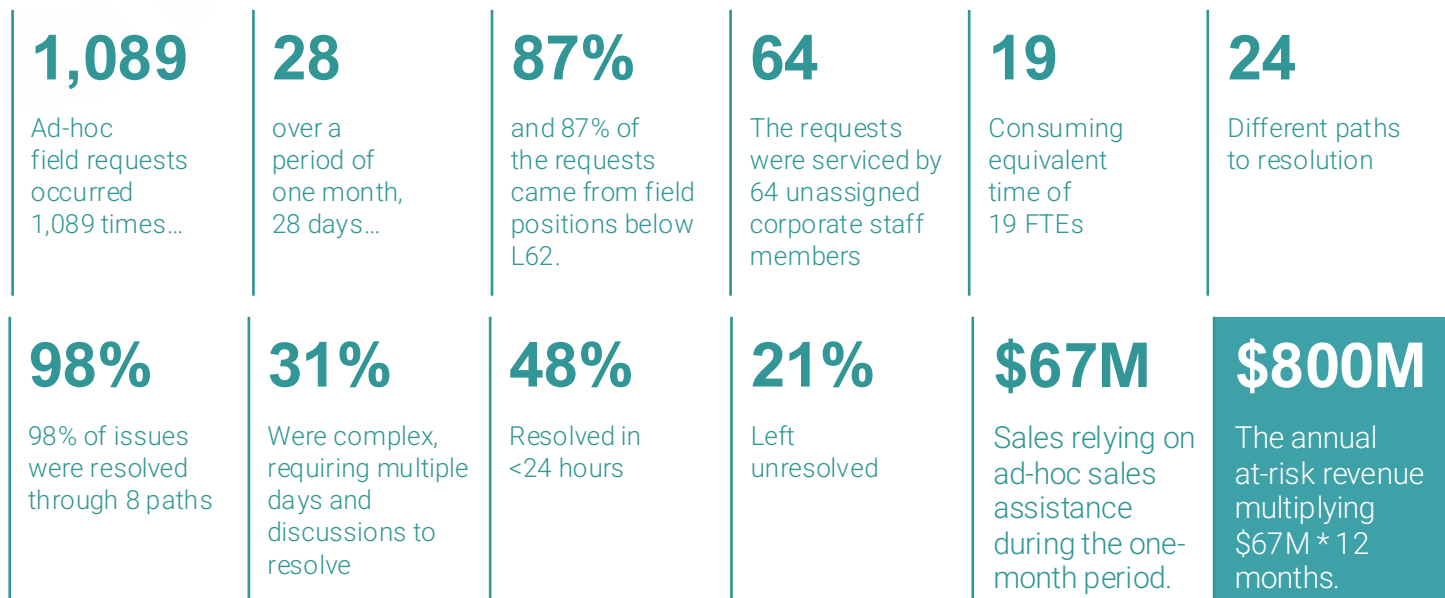
Groopit can **inherit** data from Salesforce.

Keywords prompt users to share. "You just mentioned pricing issues. Do you have insights to share?"

Groopit Generative AI analyzes the real-time data coming from across systems and silos, identifies the patterns before they're obvious, giving user real-time clarity into what's occurring.

Ad-hoc support

Request:	
Type:	Customization
Line of business:	Diagnostic
Product:	MRI Equipment
Account	Sound Medical
Opportunity	$17M
Requestor role	TAM
Expected resolution	<1 Hour
Additional insight	

Insights are automatically delivered to the appropriate spreadsheets, business analytics software, CRM, email, channels for learning and follow-up.

THE DIAGNOSIS

Data about 1,089 ad-hoc requests for field support were gathered over a 28-day period. What would have been an enormous drain on everyone involved was fast and easy using Groopit. Groopit ingested real-time data from sellers, corporate support staff, and CRM, then diagnosed the problem in minutes.

1,089	**28**	**87%**	**64**	**19**	**24**
Ad-hoc field requests occurred 1,089 times…	over a period of one month, 28 days…	and 87% of the requests came from field positions below L62.	The requests were serviced by 64 unassigned corporate staff members	Consuming equivalent time of 19 FTEs	Different paths to resolution

98%	**31%**	**48%**	**21%**	**$67M**	**$800M**
98% of issues were resolved through 8 paths	Were complex, requiring multiple days and discussions to resolve	Resolved in <24 hours	Left unresolved	Sales relying on ad-hoc sales assistance during the one-month period.	The annual at-risk revenue multiplying $67M * 12 months.

Groopit identified 13 root causes, summarized the findings, and provided corresponding evidence. Preview:

1. Device Availability. Field personnel often engage corporate support when a prospect or customer requests

2. Compliance-Associated Orders. Placing orders when contract compliance is required are challenging when…

3. Customization Requests. Customer-specific modifications, configurations, or unique packaging that falls…

4. Systems & Process Confusion. Field personnel frequently encounter challenges navigating the systems for…

5. Vendor Coordination. The top challenges are delayed vendor responses, unclear supplier policies, and…

> "Groopit diagnosed a once ambiguous problem – so we could actually solve it. **We've never been able to do this before**."

Groopit is the only AI engine for **real-time human intelligence**. It combines high-quality data from employees with artificial intelligence to transform business results. Visit groopit.co to learn more

Want the full case study? Email hello@groopit.co or click here to schedule a demo and hear the full story.

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