



## CASE STUDY

# Agorapulse streamlines remote Sales Enablement with Refract Conversation Intelligence



### Background

Agorapulse is a social media management tool for agencies and mid-sized businesses with active social media profiles, assisting with publishing, engagement and performance reporting. The sales team is fully remote therefore conversation intelligence insight plays a vital role in coaching calls and improving the performance and outcomes of conversations.



### Challenges

From a Sales Enablement perspective, challenges include a fast growing remote team. Supporting existing sales reps to perform well and ramping new hires quickly are top priorities. Key to this is ensuring remote sales reps are equipped with effective product positioning and competitor knowledge to pitch Agorapulse ahead of the competition.



### Solutions

Refract Conversation Intelligence allows Agorapulse's Sales Enablement Leaders to analyse call data to score and coach remote sales reps. The insights this data provides means remote reps receive specific, actionable 1:1 and group feedback weekly, as well as relevant supporting collateral to improve product positioning and competitor intel. Constant self development results in better outcomes.

## RESULTS & BENEFITS

### Quicker time to close

Using data on what's effective and establishing 'winning formula' uniformity to calls has helped the remote sales team increase deal velocity resulting in a quicker time to close.

### Faster ramp time

Real world conversation snippets have contributed to the development of an onboarding 'school' with training collateral and resources, resulting in a faster onboarding process for new hires.

### Voice of the customer

Analysing call data has unearthed invaluable insight into the 'voice of the customer' allowing Agorapulse to adapt positioning and messaging to best suit target audience as well as informing product roadmap direction.



"Day-to-day, there is no better way to capture competitive intelligence, positioning and feedback than listening to a call and analysing the data. I can speed up tracks, use transcripts and search actual data to handle all of the different scenarios we encounter and I can actively coach the team based on that data."

**SALES ENABLEMENT MANAGER**  
**Agorapulse**