

Aviso Drives Digital Sales Transformation At Honeywell With Conversational Intelligence, Persona Based Nudges, And Custom Solution To Build An Integrated CRM Platform

Aviso AI has been partnering with Honeywell since 2018.



The Summary

In 2018, Honeywell defined a strategic initiative to implement a global design model (GDM) for its CRM solution. The initiative resulted in a high-level blueprint of recommendations with crucial inputs from more than a hundred Honeywell employees working across different functions.

As a next step, Honeywell looked for a suitable sales forecasting tool. The objective was to help business units improve sales forecast accuracy, enable informed decision making, and predict short and long-term performance.

Honeywell

115+ year old global leader in industrial automation, technology and manufacturing operating in across 200 countries.



Challenges Faced

- 01 Disconnected CRM instances maintained across business units
- 02 Low accuracy in predicting short and long-term deals and opportunity performance
- 03 Lack of real-time deal insights
- 04 Overspending on underutilized CRM licenses, ineffective call recording tools



Solutions Provided

01

Unified forecasting with roll-ups for managers across different teams and businesses

02

Customized solution through incorporation of bespoke columns and hierarchies

03

Persona based nudges to win more deals

04

Sentiment and Intent based Conversational Intelligence captured in workflow from calls, web meetings, emails



Benefits For Honeywell



Estimated topline one-year benefit of \$100M+ and CRM cost savings of \$1M+



Key sales processes integrated onto a single sales AI platform



“Single pane of glass” solution providing real-time business insight to every user



With improved forecast accuracy, sales managers and leaders shifted their focus from forecasting and reporting to team building and better coaching



Significant increase in virtual customer encounters and pipeline activity



Key Users

- C-level Leadership
- Sales Managers
- Revenue Operations
- Field and Virtual Sales Reps
- Finance Teams



Finally someone has figured out how to build a platform that serves two masters; reps and managers. At Honeywell, both get tremendous value from Aviso AI.



Charles Forsgard
Global SVP of Sales, Honeywell



About Aviso

Aviso's AI has generated over 350 billion insights, analyzed \$400B in the pipeline, and helped customers win \$164B in deals across customers. By using Aviso, sales teams close 20% more deals with 98%+ accuracy and can reduce CRM cost burden by up to 30%. Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and leading Silicon Valley and global technology investors.



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