



Aviso's Conversational Intelligence Provided Robust X-Ray For NetApp Sellers To Increase Customer Engagement

Aviso AI has been partnering with NetApp since 2020.



The Summary

In 2020, NetApp was looking for a tool that could help its sales teams with streamlining the input, review, and reporting of forecast calls at both the individual and team level. NetApp wanted an AI solution that would help enhance customer engagement and internal training and growth of their sales reps. They chose Aviso for its clean and uncluttered UI that was easy to understand and navigate, along with Aviso's ability to leverage Salesforce's historical data for analysis and reporting.



Founded in 1992 and headquartered in Sunnyvale, CA, NetApp is a hybrid cloud data services and data management company



Challenges Faced

- 01 Few insights into customer conversations and expensive call recording tool (Gong)
- 02 Over reliance on spreadsheets
- 03 Deal reviews on adhoc basis
- 04 Ineffective CRM use leading to poor customer engagement
- 05 No AI in training of sales teams



Solutions Provided

- 01 Conversational intelligence insights for sales reps
- 02 Forecasting insights for different sales teams
- 03 Sales activity tracking all active opportunities
- 04 Deal and pipeline insights
- 05 Coaching insights
- 06 Virtual selling via deal & collaboration rooms



Key Users

- C-Level Leadership
- Sales Managers
- Revenue Operations
- Field and Virtual Sales Reps

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.



Benefits For NetApp

- ✓ Reduced spend on both Gong and other CRM point solutions to reinvest in business
- ✓ AI-powered coaching of sellers for effective virtual selling during COVID transition
- ✓ New customer objections clarified and resolved via keywords and smart transcripts
- ✓ Increased manager visibility with insights for sales rep and sales team advancement
- ✓ Increased level of customer engagement via activity mapping to discover where and when customers are best responding to sales outreach



The key was conversational intelligence. We could look at calls that our reps were doing with customers or channel partners or even some of our sellers, and learn from those calls because of course, everything is digitized immediately which is great.



Lori Harmon
VP, Global Sales, NetApp



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