



Case Study

8x8 Saves Significant CRM Costs And Gains Deal Insights, Actions, And Forecasting Rooms With Aviso AI

Aviso AI has been partnering with 8x8 since 2018.



The Summary

8x8's sales operations executives were facing increased pressure to deliver accurate, up-to-date data to sales leadership. They were using traditional sales forecasting methodologies (e.g., spreadsheets), and their CRM was unable to deal with complex sales organization, multiple product types, geographies, diverse customers and industries.

8x8 chose Aviso's forecasting and sales visibility platform to improve forecasting accuracy and process, pipeline management, and sales productivity. Aviso conducted a detailed analysis of 8x8's CRM usage and helped migrate non-frequent CRM users into Aviso AI to save significant costs on CRM licenses.



Challenges Faced

- 01 Excessive cost of CRM licenses
- 02 Poor forecasting visibility
- 03 Struggle for managers to view reps' performance insights on specific deals



Founded in 1987, 8x8 is a provider of Voice over IP products such as cloud-based voice, contact center, video, mobile and unified communications for businesses



Solutions Provided

- 01 Predictive forecasting insights and dashboards
- 02 Opportunity and pipeline analytics and reports
- 03 Deals management and review
- 04 Integration and data consolidation with other CRMs of acquired companies



Benefits For 8x8

- ✓ A 360 degree view of complete revenue trend and overall business
- ✓ Significant cost savings in direct cost as well as indirect sandbox fees (% of total contract value) from reduction in CRM licenses
- ✓ Pipeline analytics in real-time by stage, category, and timeframe, as well as report on "pushed-out deals"
- ✓ Deal score insights by each rep for managers
- ✓ Smooth CRM integration during M&A for faster growth



Key Users

- C-Level Leadership
- Sales Managers
- 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.



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