

Mindtickle Call AI Helps Onboard Reps 20% Faster

Industry: Travel and tourism

Company Size: 1-500

Use case: Sales Readiness>Call AI

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With Call AI, we can capture every word of a customer call, which provides concrete direction on how to make our product better and also identify gaps where our sales team lacks understanding of our product or vision. This is a must have for any company and it truly fuels our growth.

About PriceLabs

PriceLabs is a powerful web-based revenue management & dynamic pricing software for vacation and short-term rentals that integrates with various Property Management Systems. Works with Airbnb, VRBO, Vacation Rentals, BnB's, Apart-hotels, Serviced Apartments globally with No geographical constraints. PriceLabs help save time and increase income with their dynamic pricing tool and data solutions.

The challenge

PriceLabs, the leading revenue management platform for vacation and short-term rentals, wanted a solution to record customer calls so its product team could uncover customers' sentiment and gain insight into their needs. In contrast, the product team felt there were new solutions that weren't being pitched adequately. Recorded calls would help PriceLabs share feedback with the product team and also help identify where the team was missing the mark on explaining its product. This was especially important because PriceLabs doubled its team in the previous six months, and planned to double the team again in the following six months.

The solution

With Call AI, PriceLabs automatically records and transcribes reps' customer meetings in real time, generating actionable insights based on the customer voice that informs decisions around product features and functionality. In addition, reps learn from real-life scenarios, accelerating onboarding and informing learning paths.

The impact

20% reduction in new rep ramp time  
Increase in win rates as a result of improved enablement efforts and ability to easily get feedback on deals from other teammates  
Improvement in awareness and understanding of customer requirements for the product and services team