Ai-Driven Revenue Intel Dashboard

komprise

About Komprise

Komprise is a data management software company that provides intelligent data management solutions for enterprises. The company's platform helps organizations understand, analyze, and manage their data across on-premises and cloud-based infrastructure.

Challenges

Komprise's team of 12 senior sales leaders located on both coasts spent significant amount of time on prospecting and administrative tasks, which resulted in missing the quarterly revenue targets.

Additionally, their management team struggled gaining visibility & predictability into the company's worldwide sales revenue performance, leading to inaccurate sales revenue forecasts.

Solution

Total Addressable Market

Data Analyst

Revenue Intel Dashboard

ResponsePoint utilized their platform to evaluate the Total Addressable Market (TAM) and Serviceable Obtainable Market (SOM) based on Komprise's Ideal Customer Persona (ICP). They identified decision-makers and influencers within the target companies who aligned well with Komprise's ICP, adding buyer purchase intent information to enhance the data.

The team at ResponsePoint, consisting of Data Analysts and Human Data Assistants, then created and launched a multi-touch outbound campaign aimed at engaging with decision-makers and influencers with target accounts.

In addition to this, ResponsePoint utilized its AI engine to develop an actionable revenue dashboard integrated with Salesforce. This dashboard tracked weekly, monthly, and yearly worldwide sales revenue performance, as well as implemented complex algorithms to forecast monthly, quarterly, and yearly new business revenue with higher accuracy.

The ResponsePoint Result

Increased sales leader efficiency by **265%**

Consistently met quarterly revenue targets and generated **$3.2 million** in opportunity pipeline in six months

Attained **100% visibility** into global sales revenue performance and precise revenue forecasting

See how ResponsePoint can help you clone your customers for piprline success!

Book a Demo