

Humantic AI: Results Book

REAL CUSTOMERS. REAL RESULTS.

If any of this sounds too good to be true
(it often does), ask to be introduced to
the companies mentioned.





INTRODUCTION

Selling, paradoxically, is not about sellers. Instead, it is about buyers – and their pains, needs, wants and goals. It is no surprise that sellers who learn to put their buyers first do exponentially better than those who do not.

Buyer Intelligence is the new technology that helps sellers become ‘buyer first’ with almost no effort. It is proven to have a disproportionate impact on the success of sellers, and hence their companies.

However, most people do not know how significant its impact can be.

In this document, you will learn just how significant the impact of Buyer Intelligence can be, particularly in Enterprise and Mid-market sales motions.

BACKGROUND

The rise of digital selling in the aftermath of COVID-19 and the explosion of AI has changed how we sell. Salespeople can now perform more activities than ever, but buyers are more frustrated than ever. Even outside of the slowdown caused by market conditions, quota attainment, win rates, response rates are at all-time historical lows.

So if more activities are not the answer, what is?

THE SOLUTION

Buyer intelligence is a new type of Sales AI that provides intelligence about buyers that was simply impossible 10 years ago. This intelligence helps salespeople deeply understand their buyers, their needs and wants. Unlike most AI tools that help reps do more, it helps reps do better.

Often, it is called the only AI that helps reps improve the art of selling, instead of just the science of it.

Buyer Intelligence provides contextual insights about the people who make the decisions, and makes it easy for every rep to start talking in their buyers’ language.

With Buyer Intelligence, salespeople are easily able to adopt a ‘buyer first’ mode of selling. The results can be quick and sometimes downright outrageous.

For large-deal selling and sales motions that rely heavily on relationships and trust, it gives reps more horsepower to understand people’s wants, rather than relying solely on the traditional method where they only understand the organization’s needs.

This document presents a collection of such results from a dozen different organizations that have seen them firsthand. In case they sound too good to be true, you can ask to be connected to any customer listed here and Humantic AI GTM team will ensure that it happens.

OVERVIEW OF RESULTS

Here’s a brief overview of Humantic AI’s impact across the board.

109%

Increase in Pipeline

16.2%

Increase in Closed Revenue

36.5%

Increase in Deal Velocity

94%

Users Highly Recommend It

Please note that the above results are aggregate sum of 50+ customer stories. To dive deeper into specific case studies, skip to the following pages.



Fortune 50 Company: \$26M Additional Pipeline In 45 Days

Industry: Technology

Company Size: 120,000+ Employees

Sales Motion: Enterprise

\$26M

Additional Pipe Across 10 Sellers in 6 Weeks

57%

Net Promoter
Score

41%

Time Saving During
Research

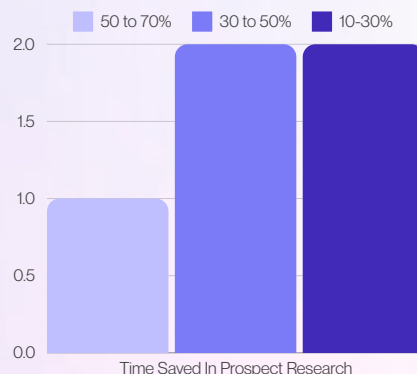
The Problem

In 2023, the company, in alignment with industry trends, was undertaking various strategic initiatives to “do more with less”. A specific initiative part of this exercise was to enhance sales productivity.

Artificial Intelligence (AI) was identified as a key enabler for facilitating this transformative change in its sales function. Numerous AI-powered sales tools and processes could make its salesforce more efficient, but when its leadership was introduced to Humantic AI, they quickly noted its unique value proposition - the ability to use AI to enhance relationships and trust. Coupled with the fact that new logo acquisition had been established as a strategic priority, they immediately agreed to give Humantic AI a try.

The Approach

20 sellers across three teams and two regions were set up to use Humantic AI. Over a period of 6 weeks, these 20 sellers used Humantic AI to adapt their customer interactions to the buyers’ style. They used Humantic AI’s DISC tuned Generative AI functionality to write emails differently than how they would otherwise, and used Buying Committee Maps to prepare for interactions with larger stakeholder groups.



The sellers wrote DISC-tuned emails to prospects who had previously not responded; using language that the AI predicted would appeal subconsciously to the recipients.

For subsequent meetings, they used Humantic AI’s Pre-Meeting Insights that automatically sends out an email with profiles of all attendees 30 minutes before a meeting.

For tackling larger groups where the sellers might not know many of the stakeholders, the sellers used Buying Committee Maps to work the room precisely.



I messaged a prospect on LinkedIn using Humantic AI and they responded. Which is a win in itself, but they also responded within 24 hours! The tool is quite powerful.



Chris K.
National Sales Manager, Canada



Fortune 10 Company: 6.2% Lift In Customer Engagement

Industry: Technology

Company Size: 100,000+ Employees

Sales Motion: Hybrid; Comprising of Commercial + Enterprise Selling

6.2%

Median Change in CES for Top 5 Users

2.5%

Median CES Change
for All Users

56%

Users Reported
Pipeline Increase

The Problem

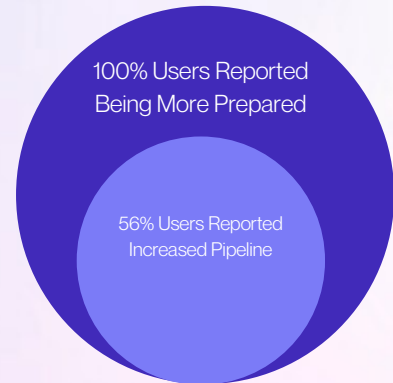
The company is one of the biggest innovators of recent times. One of the characteristics associated closely with the company is its 'customer obsession'. When its leadership came across Humantic AI, they immediately saw an opportunity to elevate its 'customer obsession' even further. With a large portion of interactions having gone digital post COVID, the company had anyway been feeling distanced from its customers.

In its leadership's words "We obsess about the customer. Before this, we have never seen a technology that actually helps us obsess more about the customer".

The Approach

Humantic AI was rolled out to 70+ salespeople, spread evenly across its ADM (aka BDR) and AE teams. Humantic AI's native Salesloft and Salesforce integrations were activated to ensure that buyer enrichment data could be leveraged at scale.

Advanced training sessions were conducted by Sandler (Humantic AI's Strategic Training Partner). At the end of the 1 year period, won and lost deals were analyzed to study the tool's impact on win rates.



The Demand Generation team focused on email personalization features. It used Humantic AI's Generative AI suite to craft DISC tuned emails, as well as social selling features.

The Account Management teams used Humantic AI's full product, including Buyer profiles and Buying Committee Maps for meetings + Gen AI suite.

The leaders too were using Humantic AI to prepare for meetings. One leader started printing buyer profiles and took them with her to in-person meetings.

“One of our AM's customers who was unengaged for a long time finally replied to his message drafted by Humantic AI. He was super excited.”



Diana C.
Sr. Sales Leader



Fortune 20 Company: \$60M Additional Pipeline In 30 Days

Industry: Technology **Company Size:** 200,000+ Employees **Sales Motion:** Enterprise; Large Deals

\$60M

Additional Pipe Across 10 Sellers in 4 Weeks

51%

Net Promoter
Score

33%

Time Saved In
Research

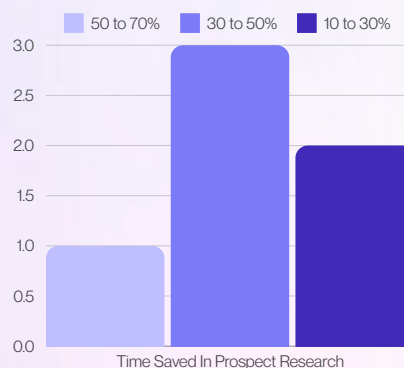
The Problem

The company is a global technology giant. Having developed a popular enterprise AI Copilot for sellers, it is by itself a significant player in the Sales AI space. While its sales team was amongst the first to adopt Sales AI, it was also apprehensive about the additional value of another Sales AI assistant.

The leadership recognized that while its Copilot was powerful at providing a wide variety of insights, it specifically lacked any deep insights about people. And in large-deal selling, trust and relationships play a vital role. Hence, it decided to go ahead and pilot Humantic AI's buyer intelligence offering.

The Approach

12 sellers from the Healthcare practice joined the Humantic AI pilot. Over a period of 4 weeks, these 12 sellers used Humantic AI to adapt their customer interactions to the buyers' style. From Buyer profiles to Humantic AI's DISC tuned Generative AI functionality, they used a mix of features to change how they were interacting with customers in meetings as well as written communication.



Sellers continued using Copilot for deal intelligence and other insights. They used Humantic AI specifically to learn more about buyers, including those they already knew.

Given the vast footprint of the company, its focus was not new logo hunting, but increasing the temperature of the 'heat maps' which it tracked for each customer.

Sellers using both systems indicated that Humantic AI started helping them take conversations further than they could have using only the Copilot.



As a lifelong student of sales, I look for better ways to control the quality of my outreach. Humantic AI has changed the game for me.



Carson Heady
Managing Director, Americas



NASDAQ Listed Startup: 37% Increase In Overall Win Rate

Industry: Technology

Company Size: ~1,000 Employees

Sales Motion: Highly Targeted and Personalized Mid-Market Selling

37%

Higher Win Rates In Deals
Where Humantic AI Was Used

94%

Delta in Purchase Likelihood
for Certain Personality Types

The Problem

The company is one of the pioneers in the Business Intelligence space. Operating in a competitive market with numerous business intelligence and visualization solution providers, the company distinguishes itself through product innovation. However, it understood that customers do not always notice product differentiation fully; hence differentiating by ensuring that its sellers come across as the most trustworthy partners was critical.

After a pilot which saw Humantic AI impact the pipeline by as much as 200%, it decided to deploy the product for ~50% of its 150+ member salesforce.

The Approach

20 sellers from 4 teams across one of the US regions participated in the pilot. These teams consisted of a Demand Generation team whose core focus was greenfield customer acquisition; and three Account Management teams focused on mostly brownfield opportunities. The company tracked a standard metric called Customer Engagement Score (CES) for each member; a 5% change in this score over 4 weeks was determined as the 'success criteria' for the pilot.

27.7% more leads
convert to opportunities

39% more opps
progress into deals

31% more deals
are closed / won

37% overall increase
in closed / won rates

Measured Impact of Humantic AI Across
The Company's Sales Funnel

The ADM team focused on using Humantic AI inside Salesloft, which it used as its primary engagement platform. Additionally, the ADMs used it for their first meetings before passing any deal to their AEs.

The AE team used the tool on LinkedIn, Outlook and Salesforce to personalize their pitch, run tailored demos, manage multiple stakeholders, and handle buyer objections effectively.

Additionally, the CDO's office leveraged enrichment data to develop a finer understanding of its ICP; and study patterns across customers it won or lost more often with.



To any CRO evaluating Humantic AI, I'd call it the ultimate edge to yield more results, as long as you have your foundations in place.



Mohammed Aaser
Chief Data Officer



Largest Independent Moving Company In USA: 18% Lift In Quota Attainment

Industry: Technology **Company Size:** 1100+ Employees

Sales Motion: Hybrid of Commercial and Enterprise Selling

18%

Increase in Seller
Quota Attainment

2x

Increase In Avg Ticket Size
Where Sellers Followed
Humantic AI Buyer Insights

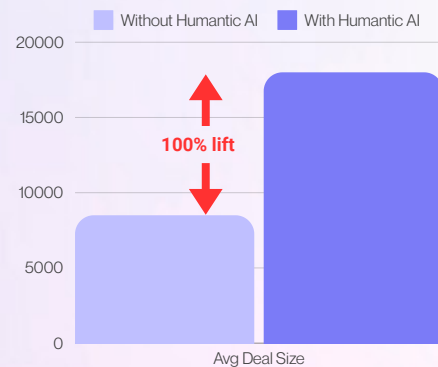
The Problem

The company, despite being a trusted brand, was losing prospects to competitors due to pricing and other factors.

They discovered that when buyer-seller rapport was strong, premium pricing didn't deter customers from booking. The company recognized that trust and comfort play a critical role in customers' purchase decisions in the moving industry.

The Approach

To improve buyer-seller rapport, JK Moving implemented social selling practices and adopted Humantic AI's Buyer Intelligence platform. This solution provided actionable insights about buyers' preferences and motivations. The Consumer Sales team and Business Development team both leveraged the platform to enhance their interactions with prospects and partners.



The sales team used the buyer insights to modify their sales approach to suit each buyer's unique needs and preferences.

The biz dev team tailored their communication style according to buyer preferences even before meeting them.

During negotiations and proposal presentations, sellers adjusted their speed and ticket size as per buyer needs.



I was able to close 2x my average deal size by listening to Humantic AI. Every time I meet someone new, the first thing I do now is check Humantic.



Brandy Nicholson
Moving Consultant



Series D Startup: 3.2x More Meetings Booked

Industry: Technology **Company Size:** 1,200+ Employees **Sales Motion:** Midmarket; Commercial

220%

Increase in Meetings Booked

The Problem

The company's sales motion often includes displacement of existing competitors. In analyzing their past wins and losses, the company recognized that its sellers weren't meeting expectations when it came to generating buyer interest through outbound sales.

As the product and market segment matured, the leadership sought to similarly adopt refined sales practices from more established competitors – buyer-first personalization being one of them.

110%

Increase in Email Response Rate

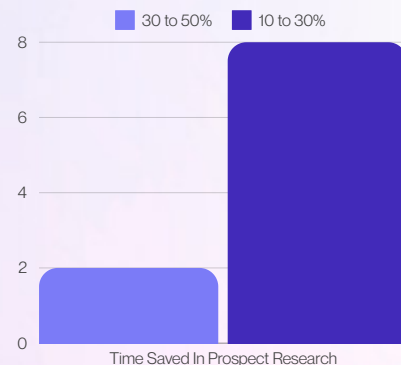
24%

Time Saving During Research

The Approach

In a strategic move to enhance their sales approach, the company decided to adopt Humantic AI, known for its ability to foster buyer trust. This decision was driven by the firm's recognition of the critical role first impressions play in generating buyer interest.

To assess the impact of its buyer-first initiative, leadership set up a methodical evaluation strategy.



The company wanted to leverage an AI solution that seamlessly integrates with its existing tech stack which was comprehensive.

The team noticed that the trust and relationships established by sellers in their first touch often led to wins down the funnel.

Beyond tangible sales outcomes, the team was also able to save 24% of their prospect research time on the average.



I was able to understand my buyer's personalities when I was running discovery calls and that actually sped up the conversation considerably!



Amy Niehaus
Sr. Manager, Strategic Accounts



Humantic AI: Dogfooding Its Own Product To Elevate Sales Process

Industry: Technology **Company Size:** 15 Employees

Sales Motion: Highly Personalized Motion selling to Mid-market; Smaller Enterprises

294%

Increase in Purchase Likelihood
With Advanced DISC Segmentation

61%

Increase In Customer
Engagement Through DISC
Tuned Email Cadences

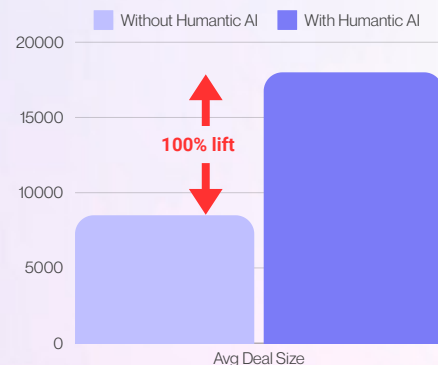
The Problem

Humantic AI, as you know by now, offers an innovative Sales AI solution. As a result, it attracted many hobbyists along with serious potential buyers whose problems the company could solve for.

Working with a lean salesforce, the company needed to prioritize high-potential deals to ensure seller productivity and effectiveness. The challenge was to distinguish between curious enthusiasts and genuine prospects with real business needs that the product could address.

The Approach

By "dogfooding" its own product, Humantic AI was able to refine its sales approach, leading to more efficient use of its lean salesforce and improved conversion rates. Alongside using Buyer Intelligence as a definitive part of the BDR and AE role, the company also used these insights about its customers to inform its' RevOps and marketing strategy.



The company analyzed past wins and losses identify which personality type is more likely to convert vs. which ones are not.

The marketing team enriched its CRM and Sales Engagement Platforms with buyers' DISC personality data.

Using CRM enrichment, various GTM teams segmented email cadences as per recipient personalities.



Our own team delivering stellar results with Humantic AI is inspiring, and of course helps us keep finding ways to drive sales results for our customers.



Amarpreet Kalkat
Founder, CEO



IN SUMMARY

Humantic AI is the 2nd most highly adopted Sales AI in North America (as per G2). Needless to say, companies of all sizes are adopting a buyer-first approach to selling.

However, as evidenced above, companies where the ticket size is higher and the sales motion is relationship-driven stand to benefit the most from this transformation..

Salespeople who are also active users of Humantic AI give it an exceptionally high rating, with an impressive 94% of them highly recommending the platform to other salespeople.

This enthusiasm is further highlighted by most of Humantic AI's pilot participants expressing a strong desire to continue using the tool, with many stating they "can't imagine doing sales without it again."

VALIDATED BY RESEARCH

While there are many AI solutions that claim to improve seller productivity, there are few which can confidently stake a claim of real revenue impact. Personality-based Buyer Prediction is a true needle mover in that aspect, with various third-party research validating the above results.

For instance, in one of the case studies above, a customer attributes a 37% increase in closed/won deals to Humantic AI. Anyone with a rational mind would see these results and do a double-take. However, these findings align with **Gartner's** report of a 30% increase in high-quality deals whenever a salesperson manages to hook a buyer's emotions, which is made possible with Buyer Intelligence.

LinkedIn, in its 2022 State of Sales Report, calls attention to an important phenomenon: The adoption of sales tech is at an all-time high. But in many cases, buyers find this frustrating because it has simply led to sellers becoming more efficient at spamming them. Buyer Intelligence is the only sales solution that helps avoid this trap.

According to The Sales Innovation Paradox by **Howard Dover**, Seller-focused initiatives (such as clean data) are shown to have minimal revenue impact (24%) as opposed to Buyer-focused initiatives like Personality-Based Personalization, which can yield an impact of over 275%.

This figure, again, corresponds with the pipeline impact seen in the results above, where Humantic AI flavored GenAI is deployed to Business Development teams.

BEYOND NUMBERS

Besides significantly impacting key sales metrics across the funnel, Humantic AI has also instilled a feeling of "gaining the power back" among sellers, by giving them the ability to predict buyer behavior.

- A field sales rep was able to book 10 live meetings in a month instead of their usual 3.
- An account executive was able to double their average ticket size by following buyer insights.
- A BDR was able to increase their quota attainment by 18% on a consistent basis.

In a line of work where quotas loom large over their heads every day, a shift to buyer-first selling combined with technology that can help one read their buyer's mind makes for a great competitive edge that improves every seller's ability to perform.

Ask For An Intro: Pick Any Company Listed Above

Or simply write to us at connect@humantic.ai

Read More Buyer-First Success Stories on G2