



## Case Study

# Aviso AI Builds Better Sales Discipline And Coaching For RingCentral Sales Strategy & Operations To Scale Growth

Aviso AI has been partnering with RingCentral since 2015.



### The Summary

RingCentral was looking to focus more on scaling its business. To do so, they needed to maintain high levels of customer satisfaction, retain a high percentage of existing customers, and become more proactive in gaining visibility into their sales pipeline. However, a high volume of transactions and short sales cycles at RingCentral created a lot of data (which changed very rapidly) that made reporting and analysis difficult with just spreadsheets. They chose Aviso to standardize how everyone looks at data and improve forecast accuracy that's in line with the company outlook.



Founded in 1999, RingCentral is a global provider of cloud enterprise unified communications and collaboration solutions



### Challenges Faced

- 01 Poor reporting and analysis due to a lot of disconnected spreadsheets
- 02 Pipeline coverage and processes were very different for different segments
- 03 Lack of real time visibility on deals
- 04 Building pipeline views took a lot of time and programming



## Solutions Provided

- 01 Customized system of AI-powered nudges
- 02 Predictive forecasting and dashboards
- 03 Activity and relationship intelligence insights to manage actual activities of sales reps
- 04 Coaching insights and dashboards
- 05 Pipeline intelligence and pipeline building insights



## Key Users

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



## Benefits For RingCentral

- ✓ Improved forecast accuracy in line with the company outlook
- ✓ Standard set of data and templates to help everyone look at data in the same way
- ✓ Improved revenue outcomes through Sales leaders accessing data on top/specific deals early in the quarter to address any coaching or process gaps
- ✓ More precise coaching feedback by Sales managers instead of one-size-fits-all
- ✓ Better inspection, hygiene and outcomes for reps & managers with automated nudges



**Aviso has greatly helped us in driving more transparency, conversation and incremental growth. I highly recommend Aviso to global operations and strategy teams to run their business with the power of predictive AI.**



**Kanish Jindal**  
**Head of Global Sales Strategy,**  
**RingCentral**



## 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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