

National healthcare intelligence company uses AI from Aible to shorten sales cycles and improve win rates



Company Profile

Technology company that supports electronic transmission of prescriptions and general health information

Industry

Healthcare Technology

Region

US

Challenge

The company wanted to identify patterns and leading indicators related to improving sales, and identify which opportunities were likely to be successful.

Solution

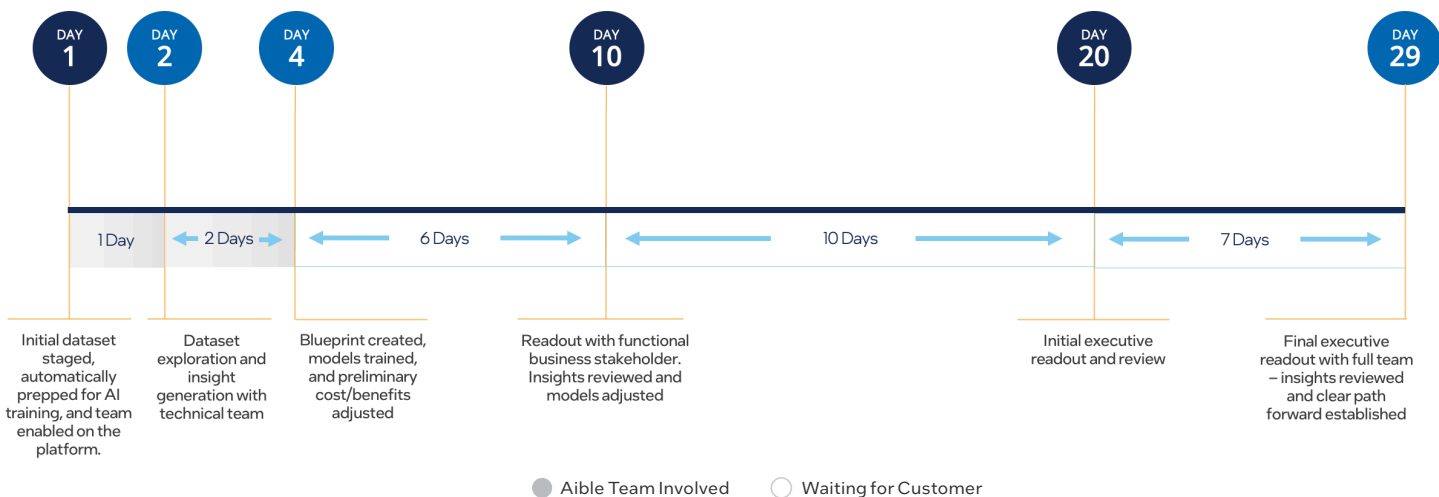
Aible “cuts through the noise in our data” to find new, meaningful customer insights. Aible identified which opportunities should be pursued and which should be deprioritized, while achieving the overall business strategy of increasing revenue while keeping sales resourcing constant.

Use Case & Project Details

- **Use case analyzed:** Sales Optimization
- **Potential Project Results:** Upper 6-figures increase in annual revenue and profits.
- **Time from data provision to project completion:** 29 days
- **Elapsed time from start of model training to completion of 800+ models on serverless infrastructure:** More than 800 models were trained in ~1.5 hours

Outcome

Potential for upper 6-figures annual increase in revenue and profits.



“Aible quickly identified our close ratios by customer type which will help us with our sales strategy. Our sales teams live in Salesforce, so the ability to integrate Aible’s predictions in Salesforce and monitor the outcomes will help us prioritize our pipeline opportunities and new business targets”

- Director of Sales Operations