BoostUp Engagement Risk Scoring
Improve deal execution with clear-cut engagement insights.

BoostUp

Building a world-class sales team requires excellent deal execution. Our **AI-driven engagement scoring and activity mapping** enables real-time insight into deal-by-deal risk, stakeholder engagement, sentiment analysis, competitor mentions and keyword extraction.

BoostUp improves sales efficiency and win rates, takes the guesswork out of forecasting, and gives you comfort knowing where to focus on every deal.

How it Works

BoostUp's risk scoring is built to recognize and extract patterns in historical data, constantly learning and providing new insights that are unique to your organization. These signals come from activity data, conversations, and stakeholder engagement to triangulate the health of a deal.

BoostUp's engagement risk is scored is calculated by looking at engagement, lack of engagement, sentiment and risk.

1. **Engagement**
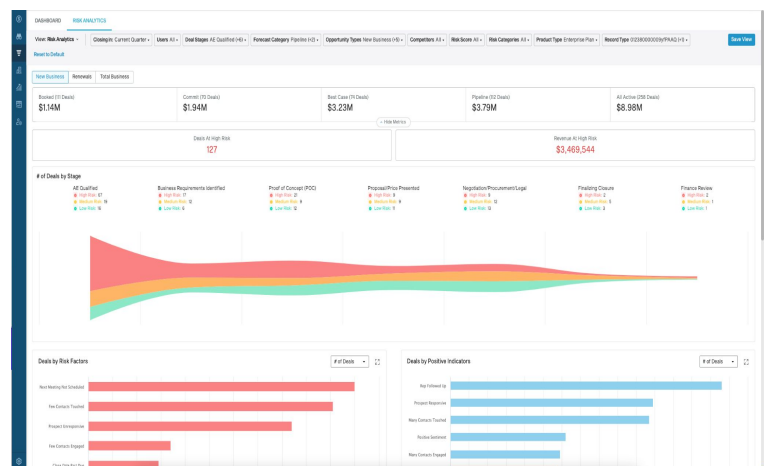   Level of engagement or compared to similar closed deals.

2. **Sentiment**
   Sentiment analysis and score based on all engagements mapped to a deal.

3. **Risk**
   Tracks all positive and negative risk factors associated with the deal. This helps provide actionable coaching opportunities.

Since BoostUp is constantly learning, your AI scoring is always getting refined, and the accuracy continues to improve. BoostUp's engagement AI always looks at **objective activity signals, rather than subjective rep behavior,** such as CRM data changes.

This allows BoostUp's model to deliver a highly accurate view of deal risk, without the possibility of reps influencing the health for their own interest.

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Activity-Based Risk Factors

For each opportunity, BoostUp AI-scoring continually learns and provides insights on a number of activity based positive and negative negative factors.

Average # of meetings to close a deal	Average # of buyer contacts involved	Average # of documents exchanged
Average # of two-way email communications	Number of mentions (absence/presence) of key topics in a deal life cycle	Number of mentions and people with negative sentiment
Engagement with senior level titles and appropriate business stakeholders	Frequency and momentum of engagement between the buying and selling team	Number of competitive mentions and sentiment of those mentions

For each deal, BoostUp ingests all buyer and seller communications straight from the source of your inbox and calendar, then runs NLP to extract important keywords and sentiment. From there, each positive and negative risk factor is aggregated to the overall engagement risk score.

BoostUp is constantly iterating its dataset which means as you work more opportunities, have more communications, and book more deals; BoostUp is evolving with your business to deliver the most accurate and actionable risk assessment on a deal-by-deal level.

Want to know where the RISK is in your team's Pipeline and Forecast? BoostUp's Quarterback will surface the 'BS' and upside in your pipeline, key deals at risk, your win/loss patterns, and reveal a path to hitting your number. **Download the sample report and schedule your free risk assessment.**