EdCast Gets a Renewed Focus on Revenue and Deep Pipeline Insights with BoostUp

edcast

EdCast offers a unified talent experience platform to enable end-to-end employee journeys spanning learning, skilling, and career mobility.

Industry
Education Technology Industry

Headquarters
Mountain View, CA

Employees
450

Sales Team
~50 users

Results
- 95%+ forecast accuracy achievement
- 30% increase in selling capacity per rep
- 25+ mins per day usage, per user

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When we came to BoostUp, we shifted from serving the salesperson to serving the entire company… we got better analytics and sales data, and started coaching differently.

**Steve Bailey,
SVP Sales,
Americas**

The team at EdCast initially began by evaluating sales call recording and coaching platforms, as they were looking to increase the performance of individual sellers. They were looking to gain a better understanding from the sales team as to where deals were, what conversations they were having, where they were getting stuck, and their engagement with key stakeholders.

However, the search for a call recording platform exposed a lack of data and insights into their sales process.

CHALLENGES	BOOSTUP VALUE
Lack of visibility into buyer engagements. EdCast needed to understand what conversations their sales team was having, and how engaged key stakeholders were.	**Complete deal insights.** BoostUp provides EdCast with complete visibility into every deal. Buyer and seller engagements are automatically recorded and analyzed.
Lack of buyer/seller engagement. Lack of visibility into deal progression, communication activity, overall pipeline, and if/when deals were getting stuck.	**Buyer engagement AI risk scoring.** BoostUp automatically analyzes every interaction between buyers and sellers, from email and call data to generate a risk score for every deal.
Solutions serving sales managers and leadership only. Salespeople struggled to get insights into their deals and prioritize actions.	**End-to-end platform that delivers value for every role.** BoostUp is built for every role, from leadership, reps, managers and Ops.
Lack of data aggregation. Seller activity data was not being effectively consolidated from Salesforce.	**Complete, automated aggregation.** BoostUp automatically collects and analyzes data from all sources, structured and unstructured data.
Poor pipeline/forecast reporting and analytics. Reporting and analytics from SFDC were not effective or valuable.	**Advanced and useful analytics and data visualization, out of the box.** Leadership now has easy-to-use and understandable reports that highlight exactly what they need.

Results

EdCast immediately benefitted from BoostUp as they instantly gained deep insights into every deal within their pipeline.

Rather than relying on sellers to report activities and changes to the pipeline, BoostUp automatically aggregates all sales engagements and tracks movement within the forecast. With this new visibility, EdCast is able to report on, visualize, and actively identify issues within its pipeline. Then, armed with the knowledge of what changed, leaders and front-line managers can coach sellers on specific interactions within each deal or maximize revenue.

The new insights from BoostUp serve the leadership team, as well as the front-line. Executives now have complete visibility into the pipeline.

Now, EdCast users of BoostUp spend an average of 25 minutes per day utilizing the platform. This high adoption has led to 95% or greater forecast accuracy.

> It's a much more targeted tool for managing forecasts and pipeline. I never use Salesforce reporting anymore. In my executive meetings, 90% of the charts and graphs I use come out of BoostUp.
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> **Steve Bailey, SVP, Americas, Sales, EdCast**

This added visibility has focused the entire organization around generating more revenue. With leadership now keyed into the pipeline, every role and team has access to the same information and can help win deals.

Further, the front line is also empowered, with a 30% greater selling capacity.
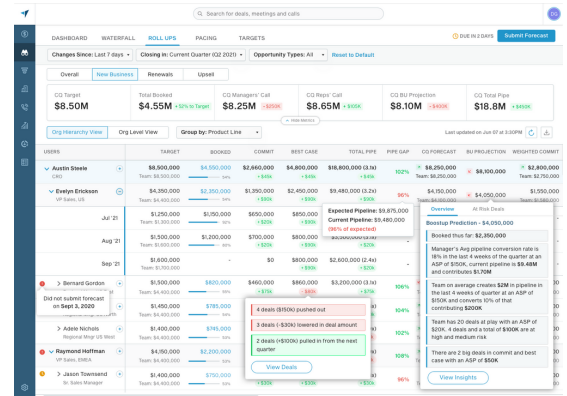
BoostUp demo data - not actual customer data.

> We are able to assess the progression of our pipeline for each Team (AMEA, US, EU) with clear indicators of forward stage movements, value, and close date changes. We also are able to review team activity and meeting recordings and provide the necessary support where needed by bringing other key players in our org
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> **Boshra Anita Miarkiani, Sr. Sales and Marketing Operations Analyst**

With this new focus, EdCast is able to catch more deals before they slip and remedy any potential issues to generate more revenue.