BoostUp

Connected Revenue Intelligence & Operations

Toluna gains 5x more efficiency and complete forecast confidence with BoostUp.

toluna

Industry
Consumer Insights and Research

Headquarters
Wilton, CT

Employees
1,350 worldwide

Sales Team
~ 120

Results
- 5X more efficient forecasting methods
- 110% accurate sales data collection
- 20 hours saved per rep, per month

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> With BoostUp, we are easily 5 times as efficient, and we are 100% more confident in our forecasting approach and projections. Additionally, we shaved off 20 hours a month in our forecasting preparations.

Marco Pasqualina
SVP, Head of Sales
Toluna

Toluna delivers real-time insights at speed. They combine innovative technology, award-winning research design, vertical expertise, and a panel of over 36 million consumers.

With no prior forecast intelligence platform, the team at Toluna wasted hours each week as they manually exported and assembled their forecasts. Due to the amount of work involved, they also only received basic insights into their pipeline. This meant that they did not have the metrics required to identify risks, create opportunities, or maximize sales performance.

Toluna came to BoostUp to gain automated forecasting, deep pipeline insights, data accuracy, and save hundreds of hours a year.

CHALLENGES	BOOSTUP VALUE

Manual forecasting.
Forecasting was manually assembled from CRM exports in spreadsheets. This required hours of seller, leadership, and management time for forecast creation.

Reliance on seller-reported data.
Manually entered data is prone to inaccuracies and inconsistencies, resulting in an inaccurate forecast.

Historical performance forecasts.
Used historical forecast as the main trigger for projecting their forecast. Forecast consisted of looking at simply the deal stage, deal size, and close date. There was a lack of data necessary to account for year-over-year changes.

Forecasting using snapshots.
The forecasting process only provided a snapshot view of a particular point in time. It was challenging and manual to see changes in opportunities week to week.

Automated Forecasting.
BoostUp completely automated data collection, report creation, and forecasting. Toluna moved entirely away from spreadsheets and is now 5x more efficient.

Data collected automatically.
With BoostUp, data is collected directly from sales activities, with no manual entry from sales. Sales activity is more reliable, collected automatically, and saves each sales rep 20 hours a month.

Forecast flexibility.
BoostUp tracks a multitude of forecast analytics for every level of the organization, including AI analytics and deal risk assessment. They now can look at their forecast from every angle for increased confidence.

Real-time, deal-by-deal, forecasting.
With BoostUp, you can look at your forecast in real-time and get actionable insights that help you identify issues early and head off any potential risk before you deal stalls or lead to a loss.

Results

With BoostUp, Toluna not only saves hundreds of hours every year, but they also get a complete understanding of their pipeline, in real-time.

BoostUp's fully automated sales activity collection and streamlined workflows for submissions and roll-ups mean that Toluna can create forecasts with minimal effort. Further, there is no need for seller inputted data, eliminating the inaccuracies and inconsistencies from manual entry. This automated assembly saves 20 hours a month and increases effectivity by 5X.

> " The real-time alerting on at-risk deals help the team prioritize their focus as well. They can dive into the details (engagement activity, sentiment, etc.) and really help coach our sales reps effectively and maximize our 1:1s. I rely on BoostUp to ensure that we have strong pipeline strength for forecasting and overall account and deal management "
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> **Marco Pasqualina**
> **SVP and Head of Sales**

Toluna also benefits from BoostUp's AI-driven forecast insights and gains an entirely new understanding of their pipeline, in real-time. Salespeople and their managers can examine the engagement of each deal, see which are single- or multi-threaded, get sentiment analysis, and easily prioritize actions to reduce risks and increase wins. This analysis has allowed 1:1's to become incredibly focused and effective and is used in deal reviews, QBRs, and Forecast Strategy meetings.

With this newfound data and insights, the team at Toluna is now 100% confident in their sales forecasts and is fully equipped to meet their goals, quarter after quarter.
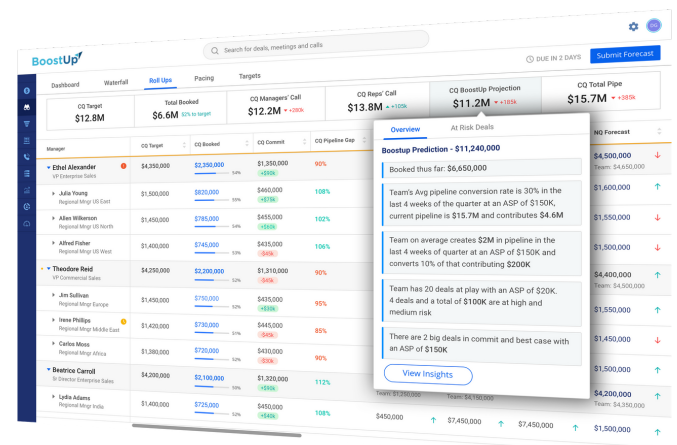
BoostUp demo data - not actual customer data.

> " We use BoostUp to understand deal risk and understand deal velocity, which helps us forecast more confidently and with a heightened level of accuracy. We no longer rely on spreadsheets and modeled seller-reported data. "
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> **Marco Pasqualina**
> **SVP and Head of Sales**

For more information, visit us at **boostup.ai** or email us at **demo@boostup.ai.**