

Mindtickle's Call AI Helps Turing Video Fine Tune Its Enablement Program, Keep All Reps "On Script"

TURING

Headquarters: San Mateo, California

Founded: 2017

Company Size: 51–200

Industry: A.I.-enabled workplace safety and security solutions

“ *The recordings and transcripts provided by Call AI are a prime piece of business intelligence for me. This allows me to coach my team to more wins and emphasize what's working for us.* ”



Greg Myers
Regional VP of Sales, Turing Video

THE CHALLENGE

Turing Video's go to market is primarily driven through inbound meetings set by SDRs. In these meetings, reps further qualify prospects and convert them into deals. The sales management at Turing was looking to improve win rates, and better understand how company messaging was being communicated by sales reps on their calls with customers and prospects. They wanted to be able to assess rep competencies on actual calls in order to address gaps through 1-on-1 coaching and through group enablement programs.



THE SOLUTION

Turing leverages Mindtickle for their onboarding and sales readiness programs. By integrating Mindtickle's Call AI with the Readiness platform, Turing is set to achieve a "continuous improvement culture" within their sales team. Call AI automatically records, transcribes, and analyzes all Turing sales meetings. Insights like Call Scores are then used by sales managers to understand which reps use prescribed messaging and discovery questions, where skill gaps exist, and how enablement programs need to be updated. Reps also leverage Call AI for self-learning.



KEY RESULTS

200%

increase in quota attainment
year-on-year

50%

reduction in new rep ramp time
during pandemic

2.5x

improvement in average call
scores across the team

Sales leadership needed direct visibility into deals and prospect conversations

Lead generation, brand awareness and development, long sales cycles – Turing Video, Inc. is no stranger to the common challenges that startups face in the B2B tech ecosystem. However, for its part, one of Turing Video's greatest challenges was ensuring its sales team was communicating a consistent message on each customer or prospect call, which would in turn improve sales effectiveness and win rates.

TURING VIDEO SNAPSHOT

- * Award-winning AI company focused on leveraging computer vision and AI technologies towards advancing human capabilities and industries
- * Develops complex, deep-learning machine learning models to integrate with industry-proven robotics, video analytics, and health solutions to create interconnected AI-enabled IoT (Internet of things) solutions unlike any other in the world
- * Products have become key assets for managing operations at leading real estate companies, top 100 retail, casinos and gaming, and corporate data centers

“ With inbound leads the prospects are already interested by the time they connect with a sales rep. I look to my team to flip these leads more often than cold leads. The data we collect from Call AI allows me to compare a rep's forecast to how many calls and opportunities they have. If there's a large gap between them, I know something is wrong and can act on that information. **”**

Greg Myers, Regional VP of Sales, Turing Video

Myers determined he needed some way to confirm that his reps were not only sticking to the messaging, but also asking the right questions. *“Goals, timeline, decision process, budget – these are all things we expect our reps to ask about early on in the sales process in order to qualify a lead,”* he said. *“Without this basic information, we're wasting our time, and our prospects' time.”*

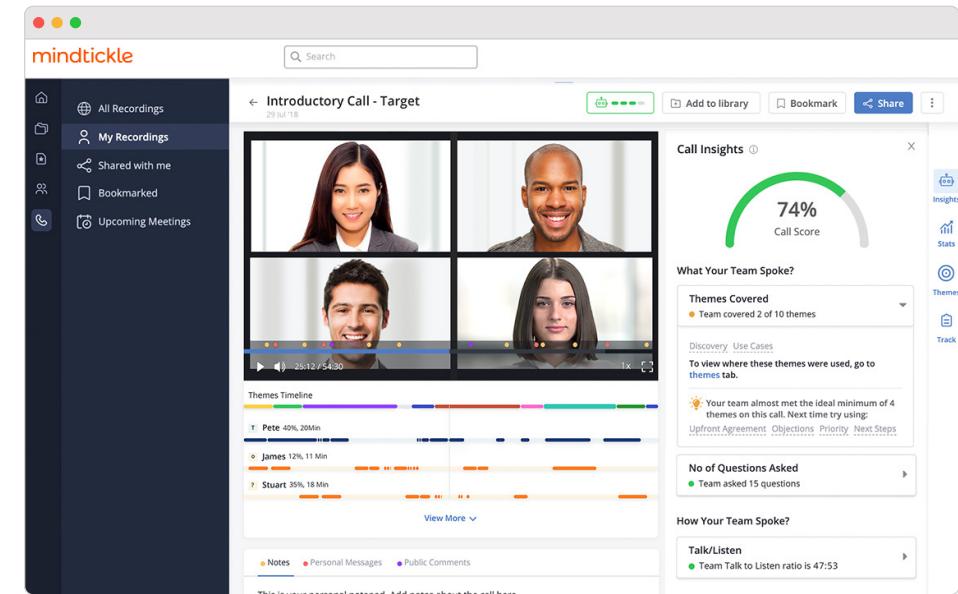


AI-powered conversation intelligence identifies ways to improve deal outcomes

Like so many companies, Turing Video places a high premium on training and enablement, which is one reason why the company was already using the Mindtickle Sales Readiness platform. *“Training through the Mindtickle sales readiness platform is a key component to our own success,”* said Myers. *“The platform actually pours time back into my day because I don’t have to stop what I’m doing to search for documents. They’re all in Mindtickle.”*

Thanks to this positive experience with Mindtickle, Turing Video was eager to integrate Call AI into the Mindtickle platform. It would provide the insight Myers needed to refine his team’s communications with prospects and customers.

Once integrated, Call AI automatically began recording and transcribing meetings in real time. Myers said the transcription function in particular has been extremely useful. *“I want our reps to know that we’re listening to ensure we’re all consistent in our messaging and can coach where we’re not,”* he said. *“With the recordings and transcripts provided by Call AI, I can get a sense immediately if a rep is struggling with closing a call, and listen in on what’s going well. This allows me to coach my team to more wins and emphasize what’s working for us.”*



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Greg Myers, Regional VP of Sales, Turing Video

Turing Video has achieved a 50% reduction in new rep ramp time during the pandemic.

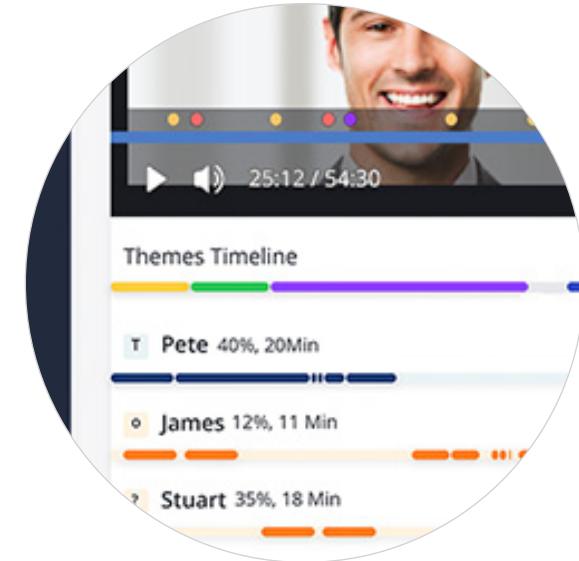
Call AI features save time and lead to better coaching for reps

One of Call AI's greatest features, according to Myers, is its theme search capability. Using this AI-enabled search function, Myers can find critical moments of any recorded call, which helps shed light on how conversations between reps and prospects are actually going and where adjustments must be made.

"I can't spend my entire workday listening to every single recorded meeting conducted by our sales reps, but it's still important that I make sure their conversations are productive and on message," he said. "One of the best features of Call AI is its ability to search call transcripts for specific questions that should be asked. From there, we can start to refine reps' questions to make sure we elicit the right information from the customer."

Weekly digests generated by Call AI are another time-saver for Myers, as they provide an overview of his team's performance week to week based on the number of calls recorded and the overarching themes discussed on the calls.

From a marketing perspective, Call AI is an invaluable tool. *"Ultimately, we want to use Call AI as a learning tool to inform our marketing and customer outreach,"* said Yi Jin, Ph.D., Vice President of Growth and Marketing at Turing Video. *"Insight gained from Call AI provides direction for us to recalibrate certain aspects of our sales enablement program. It's been key to refining our own training."*



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Yi Jin, Ph.D., Vice President of Growth and Marketing, Turing Video

Since partnering with Mindtickle, Turing Video has experienced a 200% increase in quota attainment year-on-year.

Leveraging AI for rep self coaching

As per Dr. Jin, Mindtickle's Call Scores are used as an automated self-coaching tool, where reps review their scores and its underlying insights to drive self improvement. Some of the insights reps leverage include the number of times filler words are used in conversations, what those filler words were, pace of speech, their talk/listen ratios and prospect questions. The sales reps also appreciate the peer-to-peer learning opportunities facilitated by Call AI through call sharing and commenting during team meetings.

Dr. Jin is looking forward to seeing the next wave of AI capabilities in Mindtickle and how they will benefit Turing Video. *"I really like the product enhancements that have been added so far in Call AI and across Mindtickle,"* she said. *"We want to leverage Mindtickle's machine learning to accentuate our human-driven enablement, marketing, and coaching programs."*

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Yi Jin, Ph.D., Vice President of Growth and Marketing, Turing Video

By leveraging Mindtickle, Turing Video has seen a 2.5x improvement in average call scores across the team.

mindtickle

Get Started Today

See how Turing Video uses Mindtickle to achieve these results.

Request a Demo