



AI-powered Sales Training System for a Fast-growing ISV in the US

Background

Based in the US, the client is one of the fastest growing technology companies in the hospitality domain. Their core solution is a unique AI-powered training platform providing a web-based, virtual environment with voice-analysis technology, designed to improve performance of hospitality

industry salesforce. The platform focuses on delivering micro-sized repetitive training to salespeople, while allowing managers to analyze team performance. Tailor-made for businesses, managers and individual users, the solution is currently used by some of the world's largest leisure and hospitality organizations.

Client Challenges

During their initial days, the client's core solution could not be made live for various reasons. There was a struggle to launch the product in the market even after lining up a few launch customers. For one, product delivery had not been taking place within agreed timelines, as the team could not be scaled up as demanded by complex project requirements. Second, the quality of work suffered owing to persistent issues, leading to performance bottlenecks. It was at this stage that the client decided to look for an experienced and reliable IT partner to take over application development and maintenance needs.

Client Objectives

The client's primary objective while zeroing in on Experion were manifold. It was critical for the client to avoid any further delays before launching the application in the market. Further, for a faster go-to-market, it was necessary to access a broader set of technology skill sets to swiftly overcome existing challenges in the platform. This was in addition to the need for keeping future maintenance and support costs, as well as application development expenses under control. Also, the application needed to scale effectively with an increase in targeted user base, mandating code and architecture level changes. Hence it was crucial for the client to engage an efficient IT partner with appropriate expertise and experience in handling such engagements.

Project Initiation & Way Forward

The project kicked off with a discovery phase to gain a better understanding of the existing product, product codebase and application architecture, and to assess the quality issues associated with it. At the end of this phase, findings were presented to the client and a detailed plan put in place to address critical concerns. Based on this, a code clean-up was initiated, along with an issue resolution exercise.

The product was then put through rigorous rounds of functional and performance testing to remove persistent issues. Experion helped the client to implement critical product features before market launch. In addition, infrastructure support was provided to manage and monitor client applications running on Amazon Web Services (AWS) cloud platform. As the engagement progressed, total responsibility of the product's development roadmap, quality assurance, application maintenance, and infrastructure support were entrusted with Experion.

Challenges faced and solution provided

One of the major challenges before Experion during the project involved taking over the application source code. Documentation available was close to none, coupled with very limited support. Experion overcame the challenge by adopting a systematic approach that leveraged a rich experience in handling multiple projects of a similar nature. A thorough analysis of the code was completed to isolate potential problem areas. Non-compliance with industry standards and best practices were dealt with using substantial amount of code rewrite and refactoring to stabilize the application and resolve outstanding issues.

Another important challenge was the short timeline available for releasing the product into the market. This short window mandated the need to deploy efficient processes for a successful client coordination, since all development activities were carried out offshore. This included development, testing and implementation processes (including infrastructure/AWS monitoring). Experion worked with the client to prioritize the requirements for market launch and charted out a clear product roadmap. A detailed sprint plan based on Agile methodology was then formulated, with clear project goals to ensure

Why Experion?

With a team of over 425 technically skilled resources, Experion was right-sized for the client and flexible enough to accommodate a quick scaling up to meet the targeted growth in user numbers. Agile development processes practiced by Experion were also crucial for the client to speed up releases, as well as to have a 360 - degree visibility and control over the product life cycle. Moreover, Experion offered significant cost savings through an offshore operations model, with technical leadership and collaboration expertly managed by the company's US team.

Experion was also a better fit in terms of a highly skilled team with know-how on end-to-end ownership of the product development roadmap, and the right processes in place for successful customer engagement and project completion.

timely completion of development within the tight deadlines. Continuous delivery facilitated by the short two-week sprints, coupled with early client feedback also helped avoid last minute surprises.

Maintaining effective and open communication channels between the client's business/IT teams and Experion had also been crucial for project success. Since the teams were geographically dispersed with a significant time zone difference, Experion took proactive steps to prevent any potential difference in alignment of project goals with the client. Experion introduced project management and collaboration tools such as JIRA, Confluence and Slack early into the engagement and implemented processes to provide complete visibility of the team's progress to the client. All deliverables were taken through internal review processes, and status updates provided regularly using JIRA. Daily standup meetings and weekly status review meetings were also conducted, which helped both sides to be synchronized always.

Business Travel - Closing BT106

win win close the sale B2B always be closing asking for the business seal the deal closing questions effective closing business travel business asking for the sale trial close

Quiz Rehearsal Assessment

Videos

Closing

Most sales people forget the most important concept in sales which is to ask for the sale. We'll review the various closing techniques that win business.

Closing

Next Practices

- What are examples of effective closing techniques?
- How can I advance the sale if the potential customer is not ready to buy?
- How can I close a deal over the phone?
- What are some resources I can use to help close the sale?
- What must I remember when trying to close on a business opportunity?
- How can I prepare for the Closing Rehearsal and Assessment for this course?

Other Tools

The project stands out in lieu of integration with a leading global solution that uses voice-based training and analysis rating as its features. As a cutting-edge AI tool, this solution uses intelligent audio analysis algorithms and Deep Learning to understand the mood of the caller.

Twilio was used for call integration. Twilio's cloud API service was used to add voice, video, and messaging capabilities to the application, thereby providing a seamless communications experience for end users.

Ready for your final Assessment? Great!

As a reminder, the result of this Assessment will be your final score for this course. You've got this!

Before you start, see the steps or follow along on your own

- 1 Input your phone number:
(XXX) XXX-XXXX
- 2 Pick up the phone
- 3 Hit the "Begin Scenario" button.
- 4 And wait for the audio to begin.
- 5 Once the call has connected, listen up, it could be an important client.
- 6 When it's your turn, hit "start talking"
- 7 Click "I'm Done".
- 8 Repeat steps and seal the deal.
- 9 See how well you did.

90%

Take the Assessment

Client Benefits



Client successfully completed market launch with continuous support from Experion



Predictability of software operations resulted from the use of processes and tools



New customers were on-boarded successfully, with plenty of positive feedback since go-live



Product roadmap development timelines were brought back on track, allowing client to pursue growth plans aggressively



Client went through painless transition made possible by systematic project takeover



Access to broad skill sets including AI, AWS Infra Monitoring, .NET Architects, Performance & Automated Testing as part of Experion partnership



Processes/tools deployed by Experion led to effective management of offshore operations



Ownership of managing product roadmap, application maintenance & infrastructure support taken by Experion, allowing client to focus 100% on core business

About Experion

Experion is into products & services in the Retail, Transportation, Healthcare and Financial Services sectors. A global company with direct presence in 8 countries and partners in other geographies, Experion has customers in all continents. Apart from own IP initiatives with FieldMax® and xPort® in the FMCG / Retail and Maritime transport domains, Experion takes up Product Engineering as a service, securely

handling third party IP. This includes building products from the ground up, spanning ideas to product development, or re-platforming products onto the digital domain with proven expertise in product lifecycle services. Today Experion products touch over 3.5 million users across 26 countries worldwide, many of them being part of mission-critical functions.



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