

Conversation AI

IMPLEMENTATION GUIDE

Table of Contents

Executive Summary	3
<hr/>	
Implementation Overview: Strategic Goals & Quick Wins	4
1: Tailor Implementation to Your Business Needs	5
2: Transform Your Team Within 30 Days	6
ChowNow Success Story	7
3: Identify Common Strategic Priorities	8
4: Define Common Use Cases by Revenue Function	9
<hr/>	
Insights	10
Conversation Etiquette	11
Activity Metrics	12
Keyword Impact	13
Coaching Events	14
<hr/>	
Capabilities	15
Onboarding Phases	16
Here's What to Expect Next	17
Customer Success & Support Team	18
About Us	19



"Conversation AI will actually annotate my thoughts and comments and tag the call, and then collect and organize everything into libraries around key themes. Since we can identify specific focus areas to coach around, it's resulted in faster ramping of reps and increased time savings."

Katie Nichols Revenue Operations Manager, Starburst

Executive Summary

“Conversational AI remains at the top of corporate agendas.”

Gartner Top Trends on the Gartner Hype Circle

Conversation intelligence has become a revenue-critical technology. In the latest ringDNA Revenue Operations report, B2B companies ranked conversation intelligence among their top technology priorities, beating out sales enablement, sales quote software, social engagement software and other incumbent technologies.

WITH THE RIGHT DEPLOYMENT, CONVERSATION AI CAN:

- Serve as a closed-loop system for training, coaching, scoring and improvement
- Drive effective sales conversations by surfacing the behaviors, tactics and techniques that deliver repeatable results
- Enable sales through conversation libraries containing great and suboptimal customer interactions in an easy-to-use learning solution

This document summarizes the best practices that the ringDNA implementation team will employ to help you see results quickly.

Implementation Overview

STRATEGIC GOALS & QUICK WINS

1 Tailor Implementation to Your Business Needs

We'll set you up for long-term success by tailoring our implementation to fit your unique business needs.



DEDICATED TEAM OF SUBJECT MATTER EXPERTS

- **Smooth Transition** to implementation team with strong background in sales operations and Salesforce.com expertise
- **Consultative approach** ensures ringDNA is optimized to solve your business challenges



BUSINESS OBJECTIVE ALIGNMENT

- **Front end alignment on business goals** feed into tailored requirements



STRONG PROJECT MANAGEMENT

- **Clearly defined timelines**, milestones, and owners up front
- Regular cadence of **scheduled check-ins** and updates



TRAINING & BEST PRACTICES

- **Customized training** for end user teams to hit the ground running
- **Best practices** to maximize usage and adoption

2 Transform Your Team Within 30 Days

Our team is dedicated to ensuring that your Conversation AI implementation is a success. Here are six common customer wins that we'll work with you to realize over the first few weeks.

QUICK WIN	HOW TO ACHIEVE IT
Define the behaviors and techniques of your top performers	Using your top performers, Conversation AI identifies repeatable behavior to benchmark as best practices for your entire team.
Improve conversation etiquette across every call	Conversation AI will reveal conversational behaviors that require coaching and automatically surface calls in which reps display poor conversation etiquette, empowering reps, managers and coaches specific areas for immediate improvement.
Monitor the pulse of competitor trends	By setting up alerts for key competitor names, Conversation AI can measure the frequency which specific competitors are mentioned during calls. This can be extremely useful for competitive analysis and rep training.
Create a “coaching culture” that drives results	ringDNA will share best practices for the usage of call libraries, annotations and other techniques to improve your sales coaching culture.
Drive coaching efficiency	Set up key alerts that help managers know exactly which calls require coaching.
Scale success	Set alerts to identify exactly how your top reps are overcoming objections, booking meetings and closing deals. We will help you scale that expertise teamwide.



ChowNow Success Story

How ChowNow reduced ramp time by 60%:

CHALLENGE	SOLUTION	RESULTS
<p>ChowNow was experiencing something desired by almost every company: growth.</p> <p>However, as their sales team grew, managers needed a way to scale coaching and ramp new reps while ensuring compliance with all of their sales processes.</p>	<p>By implementing Conversation AI, managers quickly gained the ability to hone in on the calls that most needed coaching. And reps could listen to best practice call libraries to help scale training and onboarding.</p>	<p>A 60% reduction in SDR ramp time and a 75% reduction in SDR attrition.</p>

3 Identify Common Strategic Priorities

We will share how ringDNA has helped other customers achieve their strategic priorities. Below are some top examples:

CHALLENGE	SOLUTION
It takes too long to ramp new reps to full productivity.	Best practice call libraries can help new reps ramp faster by listening to model calls to learn how to effectively overcome objections, beat competitors and more.
Creating a sales coaching culture. Sales leaders often lack insight into whether managers are coaching reps, and managers often lack time.	Sales leaders can track which managers are coaching and which reps are receiving it.
Sales and SDR leaders lack visibility into rep effectiveness on demos, objection handling and competitor mentions.	Configure Conversation AI to automatically surface calls in which key phrases are mentioned to learn how successful SDRs and AEs are overcoming objections, beating competitors and moving deals forward.
Managers don't have time to listen to every call, and it can be difficult to know which calls to focus on.	Conversation AI can automatically surface the most important calls for managers to listen to.
It can be difficult to know which messaging actually drives results, making coaching programs wildly inefficient.	Conversation AI can alert managers when reps mention specific key phrases, promotions or new products. This helps managers focus on the next best action for maximum impact.

4 Define Common Use Cases by Revenue Function

Conversation AI was built to offer value to every member of your revenue team. Here are some of the most common use cases by revenue function.

REVENUE FUNCTION	USE CASES	
Sales Leaders	<ul style="list-style-type: none">• See which managers are most active in providing sales coaching	<ul style="list-style-type: none">• Know exactly why top reps are driving revenue
Sales Managers and Coaches	<ul style="list-style-type: none">• Coach Account Executives to demo specific product features and benefits more effectively• Identify why deals get stuck	<ul style="list-style-type: none">• Create a coaching culture and better knowledge share across your sellers• Discover which calls to listen to in order to make the biggest impact• Provide coaching from anywhere via a mobile application
Sales Development Reps	<ul style="list-style-type: none">• Ramp new reps faster with categorized call recording libraries and metrics-based coaching• Provide best practice libraries that help reps know how to book meetings, overcome objections and speak about the competition	<ul style="list-style-type: none">• Get alerts when reps have poor conversation etiquette including talking over prospects, not giving prospects a chance to speak or talking for too long without mentioning key words like “demo”
Marketing	<ul style="list-style-type: none">• Gain visibility into the voice of the customer, and their particular challenges, solutions and pain points• Pinpoint how often and how effectively new campaigns, product rollouts, and pricing are being promoted by your sales team	<ul style="list-style-type: none">• Understand which competitors are regularly mentioned during calls to help prioritize collateral
Customer Support	<ul style="list-style-type: none">• Instantly identify customer calls where hot issues are coming up and training is needed	
Customer Success	<ul style="list-style-type: none">• Identify churn risks that surface in conversations• Benchmark common trends in customer questions, complaints, or feature requests	

Insights

Conversation AI comes with turnkey reports and dashboards that help you coach your reps to be expert conversationalists. Conversation AI offers the following insights to provide a view into conversation etiquette, reps' activities, coaching impact and other factors that help you scale expertise across your entire team.

Conversation Etiquette

REPORT	DESCRIPTION
Talking vs. Listening Ratio	Percentage of time that reps talk in comparison to prospects for each type of call.
Interruptions	When reps talk over their prospects.
Agent Monologues	When reps talk for lengthy periods of time without breaking to let prospects speak.
Silence	When neither the prospect nor agents are speaking.
Interactions	Times that speakers change during a conversation.

Activity Metrics

REPORT	DESCRIPTION
Calling Productivity	Call volume by date
Talk Time	The total time reps spend talking by date
Recorded Call Percentage	Percentage of time calls are recorded by rep or team
Time of Day	Calls placed and connection rate by time of day
Dispositions	Call outcomes by rep or team
Call Directions	Inbound vs. outbound calls
Local Presence	Calls dialed from Local Presence area codes

Keyword Impact

REPORT	DESCRIPTION
Keyword Group Mentions	Percentage of calls in which keywords in a specific group are mentioned
Keyword Group Mentions Increases	Increases in keyword mentions from a group vs. a previous period
Keyword Group Mentions Decreases	Decreases in keyword mentions from a group vs. a previous period
Top Keywords	Top keywords by mention

Coaching Events

REPORT	DESCRIPTION
Coaching Volume	Percentage of calls with coaching
Coaching Received	Number of events when reps receive coaching via recording or in real time
Coaching Given	Number of events when managers provide coaching by recording or in real time
Peer Coaching	Events in which peers give coaching to each other
Self Review	Events in which reps listen to their own calls

Capabilities

Here are some of the most popular Conversation AI capabilities.

CAPABILITY	DESCRIPTION
Inbox	See all your alerts in one convenient location. Sort calls by time, agent, flagged calls, calls with notes and more.
Call Library	Create best practice libraries where reps can go to listen to model calls. Create categories like “objection handling, won deals, booked meetings and more.
Saved Search	Set up searches to receive alerts based on the key phrases that matter to your business.
Conversation Filtering	Search existing conversations by a wide variety of factors including participants, keywords, call outcomes, call duration and more.
Mobile App	Receive alerts and provide reps with coaching from virtually anywhere.

Onboarding Phases

1: KICK OFF	2: TAILORED REQUIREMENTS	3: IMPLEMENTATION	4: ENABLEMENT	5: TRANSITION TO DEDICATED SUPPORT MANAGER	6: POST-IMPLEMENTATION SUPPORT
DESCRIPTION					
Introduce implementation team, establish timeline.	Gain general understanding of their business and how they envision their teams using ringDNA.	Setup users, define custom vocabulary and keyword groups, setup best practices libraries.	Turn managers into Conversation AI experts, setup saved search and configure insights, opportunity and lead change configuration.	Get feedback about implementation progress toward goals.	Regular check-ins to monitor progress toward 90-day goals, and empower reps to self-educate with support content.
ROLES INVOLVED					
Sales Managers	Sales Managers	Sales Managers	Sales Managers	Sales Managers	Sales Managers
Sales Enablement	Sales Enablement	Sales Enablement	Sales Enablement		
Salesforce Admins	Salesforce Admins	Salesforce Admins			
Sales Operations	Sales Operations	Sales Operations			
		Sales Reps			
EXPECTED OUTCOME					
Key stakeholders for each phase will be identified.	30, 60 and 90-day goals will be established.	Sales managers can search calls for key phrases. Reps can learn from model calls.	Conversation AI identifies the most important calls for managers to listen to.	Realization of quick wins including coaching efficiency, competitor insight and improved conversation etiquette.	Transition to a coaching culture in which reps regularly learn best practices from top performers.

Here's What to Expect Next



If you're considering becoming a ringDNA customer...

Be assured that our team will be there every step of the way to ensure that you experience quick, measurable wins.



If you've just become a customer and are waiting for your onboarding to begin...

Congrats, you're on your way to building a world-class revenue engine!

Your kick-off call should be scheduled soon. In the meantime, head over to ringdna.com/sales-strategy to get a head start with some best practices.



If you've already begun onboarding and are referring back to this guide...

Welcome back! If you have any question at any step of the way, feel free to reach out to your CSM at any time!

A World Class Customer Success & Support Team

THE WORLD'S TOP COMPANIES PUT THEIR TRUST IN RINGDNA

Trusted by Amazon, HPE, Twilio, SAP, Autodesk, and many more, the world biggest brands are confident that we will ensure their continued success every single day (and night).

LONG-TERM PARTNERSHIP

We will help you achieve your goals for improved productivity and performance and be there for you as your business needs evolve over time. Our customer first mantra is a foundation for your long-term success, which is why we have a negative churn rate and 5 star customer satisfaction and support NPS score.

CONSULTATIVE CUSTOMER SUCCESS & SUPPORT

Your dedicated ringDNA reps are here to ensure you are maximizing your investment in ringDNA, achieving your business goals, and getting thought leadership that will help differentiate you in the market.



“ringDNA is our lifeline...

Sales managers have to listen to calls using ConversationAI as part of their job — it's the best way to train, and all the insights are right there. We've seen dramatically faster rep ramp time for our SDRs as a result.”

Stephanie Sullivan Director of Growth Operations, ChowNow

About Us



ringDNA is a revenue acceleration platform that uses AI to transform sales teams into high-performing revenue engines. The leading choice for Salesforce customers like Hewlett Packard Enterprise, Nutanix and Autodesk, ringDNA offers a complete solution for sales engagement, sales playbook execution, performance insight, conversation intelligence and much more.

Backed by Goldman Sachs, Bryant Stibel and Palisades Growth Capital, ringDNA was named one of Deloitte's 2020 Technology Fast 500, one of the "Best Places to Work" by BuiltInLA and Comparably, and "One of The Best Privately Owned Companies in America" by Entrepreneur magazine.

Got questions about ringDNA?

Get in touch now

or call us at +1 (855) 676-0636