introhive

AI FOR REMOTE WORKFORCE:

Unlocking Team Productivity and Performance

There's no doubt that remote workforces rely on technology today more than ever before to stay connected and aligned. Even pre-COVID-19, the growth of remote workforces was on the rise. A recent survey from FlexJobs analyzed U.S. Census and Bureau of Labor Statistics data by Global Workplace Analytics and found that between 2005 to 2017, there was a 159% increase in remote work.

Advances in cloud computing technologies, faster home internet, video conferencing and online collaboration tools have drastically improved the efficiency of workplaces around the world. As adoption of these types of technology increases, the ability to "work from anywhere" moved to the forefront for many companies looking to ditch expensive operating costs associated with owning or renting office space. The trend has resulted in high profits for companies while also enabling teams to work together more efficiently while apart.

In order to understand these remote work statistics better, it's important to note that "telecommuters" or "remote workers" refers to non-self-employed people who work from home at least half-time. It doesn't include anyone who works remotely as a freelancer,

business owner, or entrepreneur. The information tells us who is working for a company and doing so from home at least half the time.

The data also indicated the following trends:

- Between 2016 and 2017 remote work grew 7.9%

- Over the last five years, remote work growth is at 44%

- Over the last 10 years remote work has grown 91%

- 3.4% of the total U.S. workforce are remote workers, up from 2.9% in 2015

- 4.7 million people in the U.S. currently telecommute, up from 3.9 million in 2015

Between 2005 to 2017, there was a 159% increase in remote work.

introhive
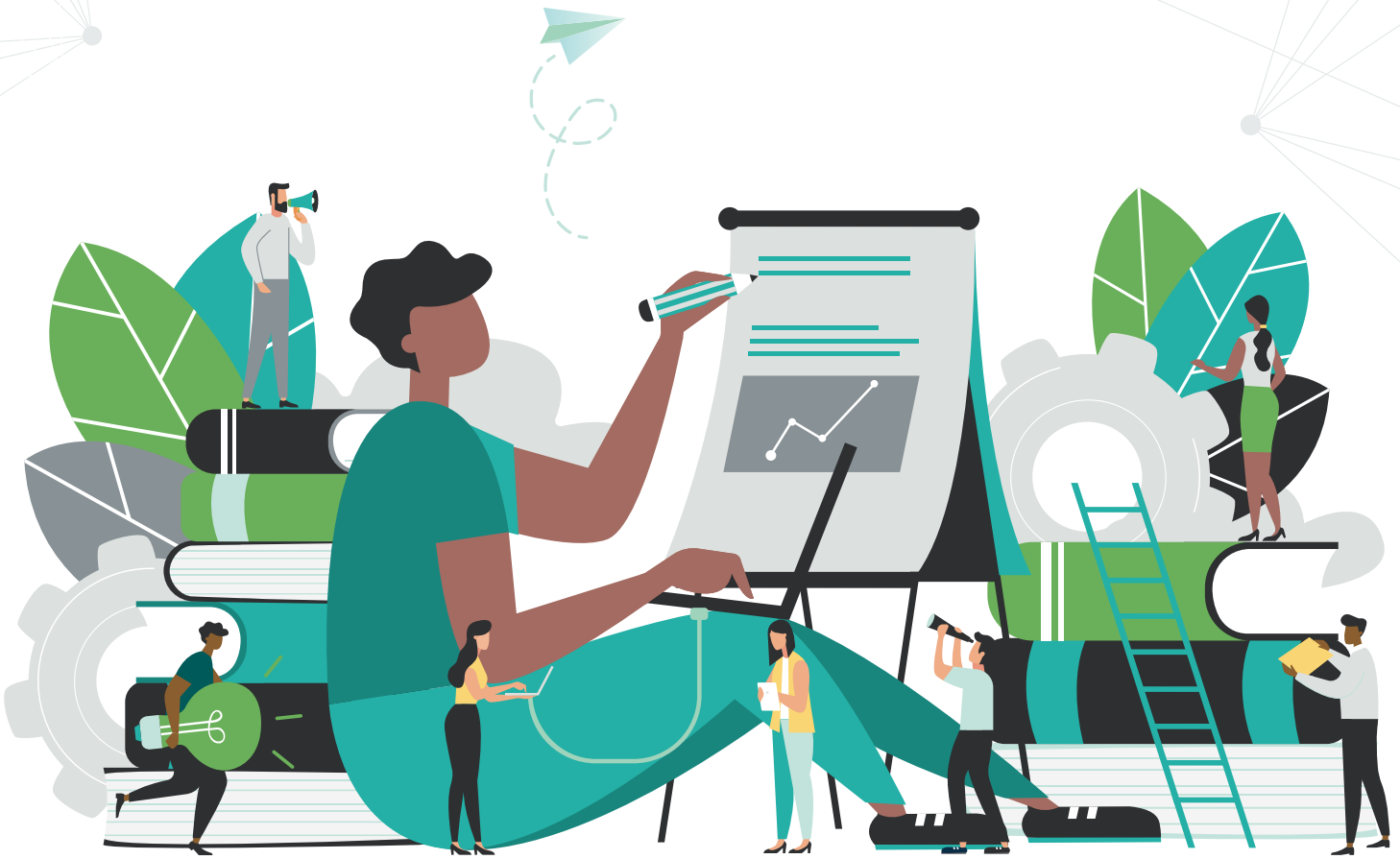
Remote Work is Here to Stay

Current remote work statistics tell us that 18% of executives work remotely more often than on-site, and another 18% work remotely one to three times per week. In the United States alone, 4.7 million people (which equates to 3.4% of the workforce) work remotely at least half the week and, if they could, 99% of people would choose to work remotely at least part-time.

Perhaps most impressive? **The number of people who work remotely at least once per week has grown by 400% since 2010.** Only time will tell the overall impact to work from home culture in the years following the rebound from 2020's COVID-19 pandemic.

However, thanks to advances in technology and a rapid shift towards digital transformation, more and more organizations are able to successfully deploy part- or full-time remote workers. While it's understandable that employees are keen to work remotely, it's equally understandable that managers have reservations.

Remote workforces come with a unique set of challenges:

- Lack of visibility into teams' activities, time management and coaching opportunities

- Communication breakdowns due to lack of inter-personal interaction

- No way to measure customer interactions, satisfaction or sentiment

- Administrative, security and IT infrastructure burdens

As remote work becomes more commonplace, the use of technologies and need to find innovative solutions grows, too.

In this playbook, learn how artificial intelligence and relationship intelligence automation can help your remote team unlock efficiencies and improve productivity to boost revenue and grow your business.

introhive

Where does AI fit in?

In a 2019 study, Infosys uncovered that more than 76% of business leaders believe that AI is pivotal to their organization's success. Of those who responded, companies that had already **implemented AI saw an average revenue boost of 39% alongside a 37% drop in costs.** What may have once seemed like a buzzword, AI is now a crucial technology for organizations looking to improve efficiency and productivity, grow revenue, and remain agile in the months and years to come.

Because AI can take care of some of the more repetitive and mundane tasks across organizations, employee time is freed up to be spent on more complex problems. In other words, AI allows your team to focus on the job they were hired to do.

In 80% of cases where companies have chosen to replace roles with AI technology, organizations are redeploying or retraining that staff to other areas of the business.

Today, Introhive works with some of the most well-known brands across a range of industries including Accounting, Financial Services, High Tech, Telecommunications, Commercial Real Estate, Legal Services, and Management Consulting to automate activity and contact syncing into customer relationship management (CRM) systems, freeing up anywhere between 15-25% of time per week, per employee. That is time that can be better spent elsewhere increasing value to the business.

In addition to activity and contact sync automation, Introhive leverages the power of artificial intelligence to help companies map their business relationships in CRM, measure customer relationship trends, analyze deal winnability and uncover new insights to aid sales and marketing teams in their growth goals.

76% of business leaders believe that AI is pivotal to their organization's success

Boost CRM Adoption AI Powered Enrichment

It might just be the worst-kept secret in business: fewer than half of salespeople report storing customer or lead data within CRM and the biggest challenge reported with CRM lies in the burden of manually entering data. What feels like a short-term pain (entering data day-to-day) quickly compounds into organization-wide disruption.

When a CRM isn't used properly or regularly by employees, data quickly becomes obsolete, contacts are lost, and visibility into existing relationships is shrouded. What should be a database your organization can rely upon to measure customer success and sales growth becomes an untrustworthy and disliked tool that no one wants to use.

With Introhive's automated activity and contact-sync technology, data is discovered and mapped automatically from email exchange to the CRM on behalf of employees in a sales or customer success role. The average user reports getting 5.5 hours back per week that historically was wasted on adding or updating records in CRM.

introhive

Increase Sales Productivity with CRM Automation

According to a Salesforce Research Report, the average sales reps spend only about a quarter of their time selling to customers and another 10% of their time speaking to customers about escalations or non-sales activity. More than one third of their time is spent preparing to engage with a customer, and, as for the remainder of their time? It's spent on manual and administrative tasks. These activities - though important - aren't the best use of your employees' time and can lead to reduced job satisfaction, and/or cognitive overload, both of which can result in lower productivity and even job burnout. So, how can your business fix this problem?

Process Automation

Did you know that, on average, a whopping **70% of contact data never even makes it to your company's CRM**? That's a big challenge for sales or marketing teams who rely on that data to do their jobs effectively. Introhive analyzes the inconsistencies hiding in your data to map and surface contacts that are missing from CRM. Its automation engine discovers an average of 350 contacts per employee that are missing from CRM that exist in email exchange.

On top of discovering a wealth of contacts for sales and marketing use, Introhive Automation eliminates the burden of manual data entry, to drive even more efficiency to your team's work week. Pre-Meeting Digests, delivered directly to your sales rep's email, reduces the amount of time spent preparing for client engagements. They equip your team with the information needed to propel conversations and close deals with greater velocity through robust relationship analytics, a historical view of past conversations and activities, recent company news, attendee meeting profiles and all the relevant CRM data available on the account.
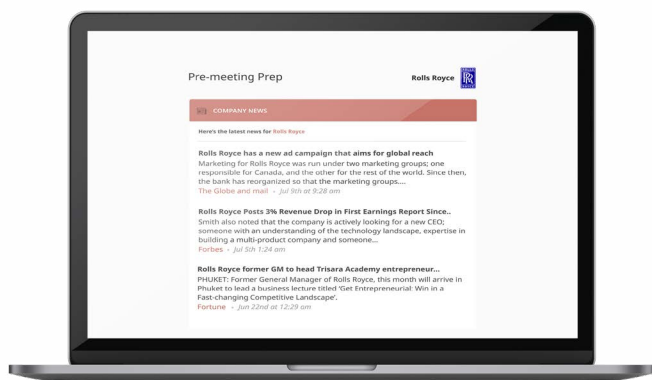
According to The State of Sales Research report conducted by Salesforce, the average sales representative spends 9% of their week preparing for meetings and another 9% researching prospects. Pre-Meeting Digest eliminates the 18% of time spent manually preparing for meetings by providing that data automatically in advance of customer calls.

Self-Healing Contact Database

Considering that one in four contacts in the average database contains critical errors, it's hard to be surprised that companies struggle with CRM adoption or that salespeople seek other ways to track prospects and deals.

With **Introhive Cleanse**, you can quickly spot sales and marketing database inconsistencies—then update it all at once, with just a few keystrokes to keep data in CRM clean and accurate. The AI engine analyzes differences in your CRM from other, more current data sources - such as email exchange, publicly available data, social media profiles and third party data providers - and flags those inconsistencies for sales people, marketers, and data stewards. Some of the more common use cases of AI-powered data enrichment include:

- Simplifying merger and acquisition data mapping

- Growing cleaner marketing lists for campaign segmentation and personalization

- Ensuring a data privacy compliant data set for sales and marketing teams

- Increasing sales team insight into key job changes, promotions or terminations at customer accounts

introhive

When your database is clean and filled with reliable data, your team is reassured and as a byproduct, user adoption goes up. For many companies, a large percentage of contact data has never made it to the CRM in the first place, meaning that teams are left trying to piece things together without having access to the data they need.

Across Introhive's customer base, **the average company increases their database by 350 new contacts, per employee.** For larger organizations, that number can compound quickly to create a pretty sizable database that was previously unknown to sales and marketing teams. Using relationship intelligence automation, you can map those relationships and uncover actionable insights.

Companies who implemented
AI saw an average revenue boost of 39% and 37% drop in costs.

AI-Powered Analytics for Managing Teams and Accelerating Revenue

As a leader, manager, and coach, how well are you dialed into the performance and productivity of your salespeople? For sales managers, having insight into the real-time productivity and performance of your team has never been more important. As the way we do business continues to evolve and workforces become more disparate, equipping teams and leaders with the technologies they need to smash their goals has become a need – not a want.

When managing large teams or those spread across a large geographical area, sales leaders can feel disconnected from their people, limiting visibility into the daily activities of the sales team.

This can lead to questions like:

- Are my salespeople keeping up their outreach to customers and prospects?

- How are salespeople spending their time or prioritizing activities?

- What outreach strategies are most efficient now, and over-time?

- Are these activities driving new leads into the funnel or accelerating deal velocity?

What if you could answer those questions, just by looking at a dashboard? Introhive Productivity Intelligence includes three AI-driven solutions designed to empower sales managers and teams with a better way to measure and improve efficiency and performance – no matter where they work. Custom-built AI models leverage your company's historical data to quickly navigate future opportunities and accelerate sales cycles.

Measure Sales Team Activities with Time Coach

To address the challenge of managers having reduced visibility into the activities of their remote workforce, Introhive developed Time Coach. This productivity dashboard displays your team's selling activities and equips sales leaders and salespeople alike with an accurate understanding of the volume of and time being invested in sales activities. This exciting new sales efficiency solution unlocks the ability for teams to operationalize this data to:

- Identify gaps or inefficiencies to refine the sales process

- Analyze the performance of your top sellers to coach best practices

- Create leaderboards to drive accountability and improve productivity

- Measure and leverage activity levels to inform goal setting

- Stimulate competition and motivate salespeople working remotely

introhive
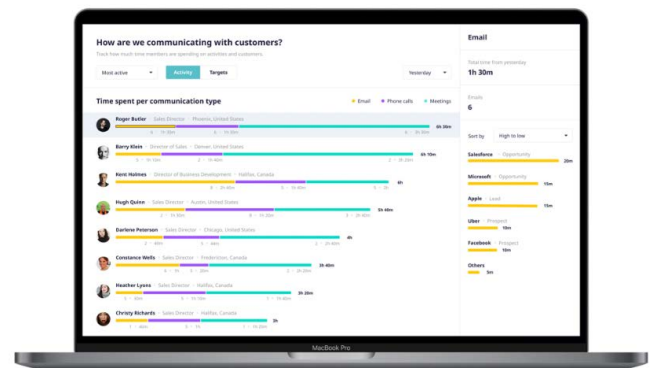
Coach Next Best Action in Sales Cycles with Deal Coach

While Time Coach provides you with a foundation of data to derive strategy and insights, the second component of Productivity Intelligence – **Deal Coach** – takes your historical opportunity data and runs it through a custom machine learning model. This process delivers a series of AI-backed, recommended next best actions that are custom-tailored to your business. Your team can use these recommendations to progress opportunities through the funnel, and:

- Enable salespeople with a clear path to navigate complex sales cycles

- Increase win rate, allowing salespeople to meet and surpass quota

- Level the playing field and decrease ramp time by equipping every seller with AI-identified next steps

- Deliver real-time next best actions to salespeople directly within their existing workflow

Measure the Likelihood of Sales Success with Predictive Deal Scoring

Your sales team has a finite amount of time each month and quarter to work deals. Knowing which deals are showing behaviors of past won deals can help you manage your team's time and resources.

To help sellers prioritize sales opportunities and reduce reliance on gut-feel or false optimism, Productivity Intelligence offers **Predictive Deal Scoring**. This tool predicts the likelihood that an opportunity will be won and increases the accuracy of your forecast. Deal scores are continually re-evaluated, allowing users to view trends overtime and the impact of actions taken. Sales teams use this tool to:

- Build context on open opportunities for targeted coaching

- Monitor the impact of activities on deal probability

- Streamline resources and prioritize opportunity next steps based on likelihood to close

- Push low hanging fruit across the line for period-end

AI-powered analytics will never replace the influence of a human salesperson. Telling compelling stories that solve unique business problems, and using empathy to build trust and nurture relationships is what moves deals through the pipeline. However, analytics can help speed up the process.

introhive

Relationship Intelligence

When your team can't pop down the hall to ask colleagues if they know someone at a target account or set up an in-person meeting with a client, creating or mapping connections becomes increasingly difficult to achieve. In the end, life and business are about human connections and, to that end, Introhive is built on a foundation of uncovering, understanding, and maximizing relationship capital to help your business grow and your people thrive.

As referenced above, Introhive discovers an average of 350 contacts per employee that can be mapped to CRM. To model out the revenue impact of those relationships, let's walk through a quick calculation.

Let's assume your business has 400 customer- and prospect-facing employees. Each of those employees has access to 350 contacts that aren't currently in your CRM. That leaves 140,000 contacts that could be potential leads for the business, that you otherwise would not be able to see or access.

The average company can increase their database by 350 new contacts, per employee

Here is the potential lost revenue your business is experiencing by not knowing who those contacts are:

Lost Revenue	
10% contact to lead conversion rate	14,000 invisible leads
10% lead to opportunity conversion rate	1,400 potential opportunities
20% opportunity to closed/won conversion rate	280 new customers
Average deal size	$50,000
Potential missed revenue	**$14,000,000 per year**

Knowing who knows who across your business is the first step to accelerating new business, cross-selling and upsell revenue. Having greater insight into buyer groups or "the circle of influence" on deal cycles can lead to a strong impact on sales velocity. With Introhive relationship intelligence, businesses can quickly identify their total addressable relationships to manage and revenue potential.
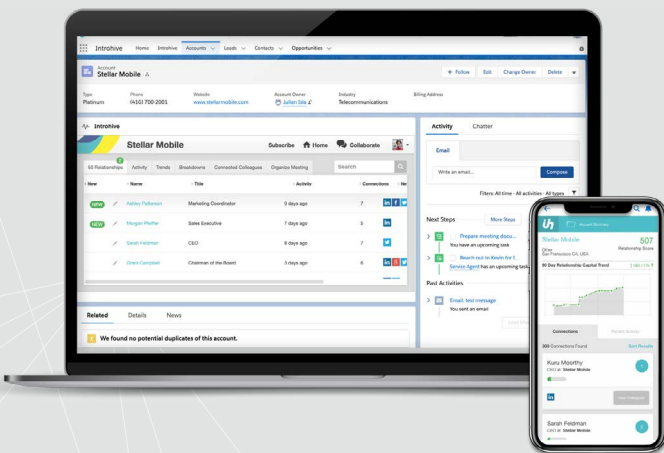
Conclusion

When it comes to navigating the future of our economy and workforce, it's important to realize that the norms of yesterday may no longer fit. What AI can enable you to do is leverage the experience and knowledge of your company, so managers drive greater sales efficiency and increase salespeople's effectiveness. Your team - remote or otherwise - can harness the power of artificial intelligence to improve your productivity, increase deal velocity, and grow your business.

Request a demo today to learn how we can support your team.

REQUEST A DEMO TODAY

introhive