How Crunchbase Saw a 400% Boost in Call Productivity

ORUM + crunchbase

5x
Increase in number of connects

400%
Improvements in call productivity

7
Hours saved per rep, per week

Sales teams are no stranger to Crunchbase. Over 70 million users — from sales reps, entrepreneurs, investors, and market researchers — use Crunchbase to prospect for new business opportunities. When Anthony Nava joined Crunchbase as the Senior Sales Development Manager, the company had a lofty goal: to 3X its ARR. As a seasoned Sales leader, Anthony knew that he needed to start with growing Crunchbase's sales pipeline.

Crunchbase has high brand recognition in the market – roughly 60% of ARR originates from inbound channel such as word of mouth and organic search, and 40% comes from outbound sales. To improve outbound sales performance and efficiency, particularly through increasing the number of live conversations, Anthony and his team implemented Orum. Using Orum to supercharge conversations with prospects, Crunchbase gained 5X in prospect connects, saved 7 hours per rep each week, and improved its SDR team culture.
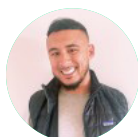
A customer story with Anthony Nava
Senior SDR Manager, Crunchbase

Challenge

AN AMBITIOUS GOAL AND WASTED TIME

With a strong brand, a large share of Crunchbase's sales pipeline was inbound. As the company expanded its product offerings to add an all-in-one sales prospecting platform, it set its eyes on an ambitious ARR goal. The leadership team at Crunchbase knew that such an ambitious goal required complementary outbound efforts.

The Sales Development team utilized an omnichannel approach to outbound outreach, through a combination of emails and phone. As the team continued to invest, it was soon obvious that metrics for cold outreach — particular for phone conversations — needed to improve.

Initially, the SDR's workflow for cold calling relied on a combination of Outreach and Dialpad, taking reps more than an hour to get through 40 calls. If 10 SDRs are spending one hour or more per day dialing and not connecting with any prospects, that's close to 10 hours per day that are getting wasted. Looking at this data, Anthony was on a mission to improve the team's performance through driving efficiency.

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Solution

FAST IMPLEMENTATION OF AN AI-DRIVEN CONVERSATION PLATFORM

Anthony shopped for a solution that would help his team connect with more prospects, faster. Though he evaluated competitors, he was not impressed with the customer experience or product user experience. That's when a fellow SDR leader mentioned Orum.

After a convincing demo, Crunchbase's SDR team implemented Orum. Within a few hours of connecting to Outreach, the team was already calling and having live conversations with prospects.

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With Orum, My team lead and I feel better about call coaching. Orum makes it very easy to search conversations and find out the outcome. Our call coaching– individually and as a team– is happening more often. As a result, reps are learning, building off feedback, and getting better.

Results

MORE CONNECTS, HAPPIER SDRS, AND A BETTER SALES CULTURE

Anthony and his team saw immediate results. At the end of the team's two-week pilot, the SDRs were consistently hitting their connect goals. Anthony's data showed that with Orum's help, the team was on track to meet the pipeline goals for Crunchbase to 3x ARR. With Orum, reps would hit 200 calls in a day, a task that previously would have taken them an entire week. That's a 400% improvement in productivity.

MORE CONNECTS– INSTANTLY

Orum's AI technology detects bad numbers, helps reps through dial trees, and parallel dials prospects. Tasks that took an hour or more each day took 15 minutes with Orum.

Coupling with investments in data quality, Crunchbase's connect rate also improved, increasing from a 3% connect rate to 10 - 15%. Sales reps are now each averaging 8-10 connects per week, which would have taken more than two weeks in the old workflow.

BETTER MORALE FOR MORE EFFICIENT SDRS

SDRs at Crunchbase are also finding more joy in their tasks due to the ease of connecting with prospects. The most mundane tasks of cold calling are automated – while the conversations with prospects took up more of their precious time.

A BETTER SALES CULTURE

In 2021, Anthony's team of SDRs attained 130%+ of quota; all the more impressive, none of the reps had SaaS SDR experience prior to Crunchbase.

Anthony feels proud of the SDR team culture at Crunchbase. Not only are reps achieving, they are growing in their skills in cold calling as they get more experience on the phone, and are more committed to Crunchbase as a company.

The team now sees cold calling as a surefire way to build relationships with prospects. Anthony and other leaders are also better enabled to coach calls through Orum's features for listening in on and recording calls. Orum has become an invaluable solution and partner to the team at Crunchbase. Sales reps spend substantial time in Orum each day, and recognize how much the solution has improved their relationship to cold calling and has helped Crunchbase reach its ARR goals.

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Even though I preached cold calling, my team initially struggled with confidence. With Orum, they're improving– they're more confident, are stronger conversationalists, and feel relief that the tedious work is done for them.