Quantified

Global Tech
Case Study

How a Global Tech Company Improved Sales Rep
Capabilities 24% with AI Roleplay and Coaching

Industry
Technology

Number of Employees
150,000+

Solution
AI Sales Simulator and Coaching

Headline Stats:

24%
improvement
in rep selling
capabilities

19%
improvement
in win rates

26%
improvement in
deal velocity

The Challenge

The Global Head of Sales and Customer Operations at one of the largest technology hardware companies in the world recognized the need to lift the percentage of quota-attaining reps across his global customer-facing workforce. He knew roleplay and coaching were the ideal solutions, but with a hybrid workforce, no method of enforcing roleplay, and the need to scale his programs to the tens of thousands, he and his team felt stuck. He wanted to provide sales reps with regular and intentional roleplay, engage front line managers to do more coaching, and gain a leading indicator of sales performance at scale. Additionally, as a data-driven organization, the talent team sought quantifiable results that directly tied personal improvement to business performance.

He engaged Quantified to improve sales outcomes through the power of AI roleplay, simulations, and coaching.

The Process

Quantified worked with the company to implement AI-based roleplay, simulation, and coaching programs for three sales organizations (each supporting a different tier of sellers). They use the Quantified platform to provide custom capability-based AI simulations for role-based groups, such as inside sales for the entry-level sellers, strategic selling for more senior sellers, and coach-the-coach for new managers.

Quantified first set up their simulations with an AI persona, programming it to talk like their target customer (hardware buyers). Immediately after the roleplay simulation, the rep receives an objective performance assessment, with a detailed, scored breakdown of messaging, sales capabilities, connection skills, and how they stack up against top-performer benchmarks. They also receive personalized training to develop specific skills, including a library of best-practice examples from high performers at their organization.

"This is transforming how we do sales management and coaching. We finally have reps doing roleplays. And the insights are driving significant growth."

– Vice President, Global Sales and Customer Operations

Quantified Results:

The quantitative outcomes showed that the program was an unqualified success.

- ✓ **1,200 reps have adopted Quantified across 3 sales organizations**
- ✓ **24% average improvement in rep selling capabilities**
- ✓ **19% improvement in win rates for reps in quantified programs**
- ✓ **26% improvement in deal velocity**

"Just as our technology and expertise help our customers achieve their potential, our workplace should do the same for our sales team members. We should be a place where a team member can not only fulfill their potential but expand it, growing the boundaries of what it means to be their best personally and professionally."

– Vice President, Global Sales and Customer Operations

Get a Simulator Demo

Scan the code and learn how to transform training, coaching, onboarding, and certification programs

Or visit **quantified.ai/demo-request**