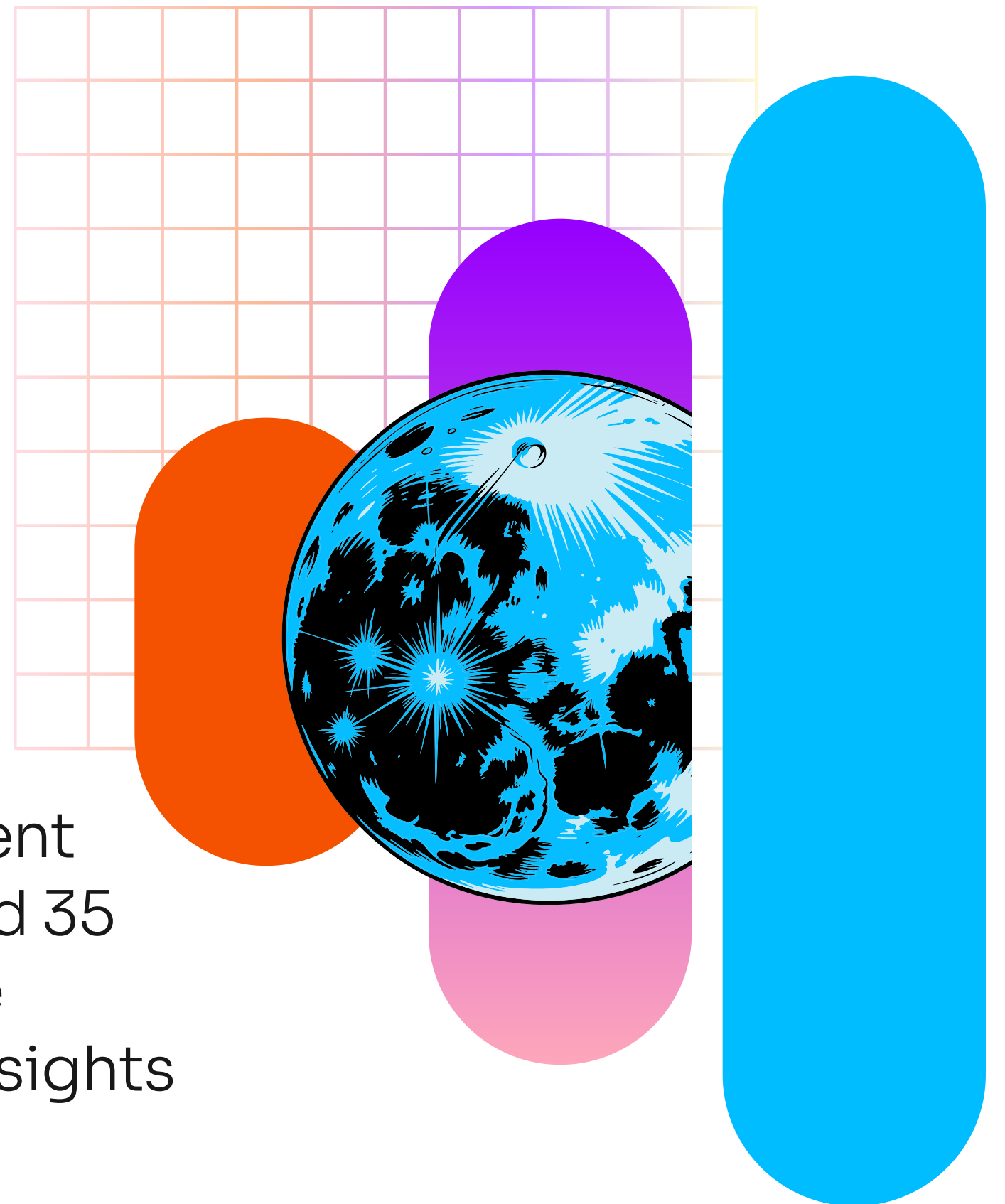


How Blackthorn Unlocked 1,400+ hours per quarter with Fathom

For Blackthorn, a Salesforce-native event and payments platform, Fathom helped 35 customer-facing teammates eliminate manual busywork, surface customer insights instantly, and scale more efficiently.



✦ Overview

Blackthorn helps organizations manage events and payments directly within Salesforce. As customer engagement increased, teams struggled to keep up with manual recap work and capturing key insights from back-to-back meetings.

With Fathom, Blackthorn automated meeting summaries and made customer intelligence instantly accessible – saving time and enabling teams to operate more strategically.

✦ The Situation

As Blackthorn's customer engagement increased, so did operational friction:

- Excessive post-call administrative work **reduced time spent on high-value customer interactions.**
- Key insights buried in conversation history **made it difficult to access and reuse information** across the team.
- Teams often had to rewatch calls or rely on incomplete notes, **increasing the risk of missed or inaccurate details.**
- Follow-ups and action items required manual tracking, **leading to delays or missed steps.**
- Customer knowledge remained siloed, **limiting cross-team visibility and alignment.**

Teams needed a scalable way to automatically capture, organize, and retrieve insights – without disrupting their workflows or time with customers.

✦ The Solution

Blackthorn implemented Fathom across its customer-facing teams to automatically capture and structure insights from every conversation.

Within days, the team saw immediate impact:

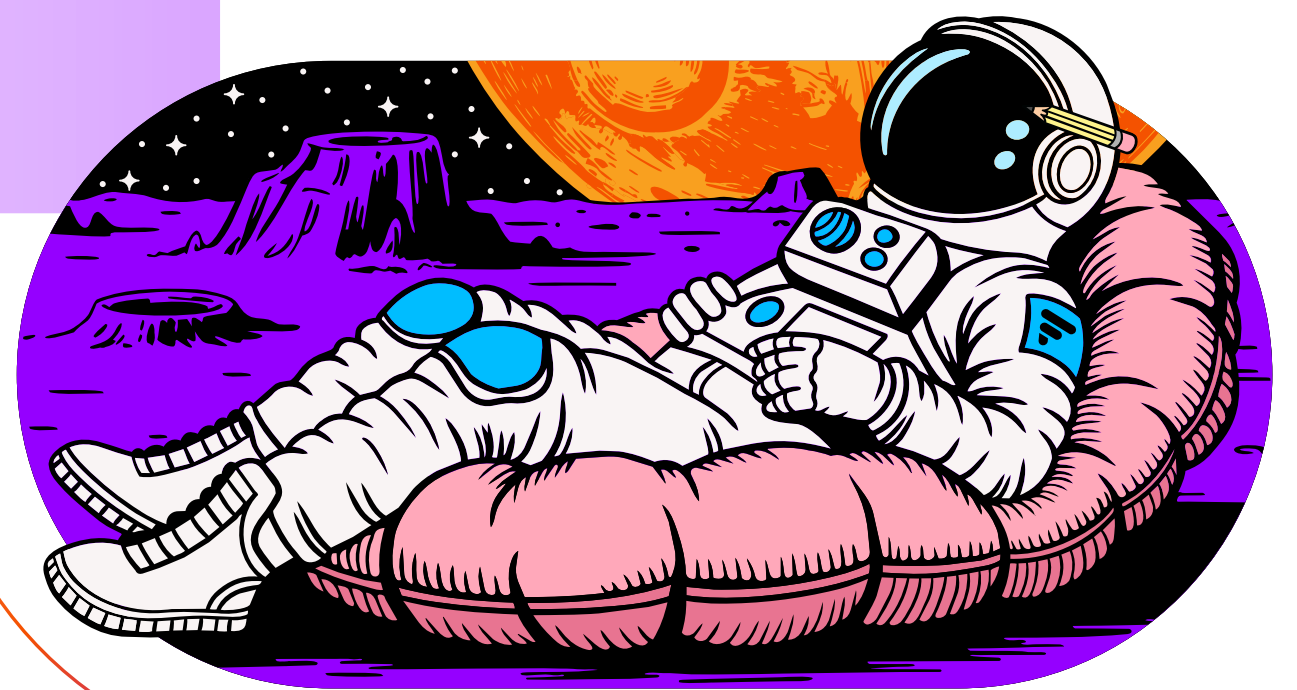
- Automated call capture and summaries, **eliminating manual recap work and saving hours per week**
- Instant insight retrieval with Ask Fathom, **enabling teams to surface key details without rewatching calls**
- Seamless sharing of summaries, **improving collaboration and cross-team visibility**
- Centralized access to customer intelligence, **supporting faster decisions and more informed customer interactions**

“Fathom saves our team **hours every week** and **makes insights from every call instantly usable**. What used to take as long as the call itself is now automatic – and far more useful. **We’re actually using our calls to drive decisions, not just recording them.**”

Jared Kirk

Customer Onboarding & Enablement Manager, Blackthorn

Adoption was immediate, with teams quickly becoming internal champions due to the **instant time savings and ease of use**.



✦ The Results

~38 mins
saved per meeting

Reinvested into customer engagement and strategic work

1,400+
hours saved per quarter

Across 35 active users – equal to ~40 hours saved per user every quarter

\$400k
productivity gains annually

Driven by eliminating manual recap work and reclaiming team capacity

Turn every customer conversation into insight **(and revenue)**

Book a personalized Fathom demo at fathom.ai