

Delivering AI-Powered Sales Productivity

Executive Summary



Belden Universal deployed AgilePoint AI to transform inbound email into an intelligent sales pipeline — redirecting time savings toward higher-value selling.

In the first 60 days: a 2× scalable intake engine, up to 3× less manual triage effort, and a measurable shift of sales capacity toward revenue-generating work. Win rate and time-to-close improvements are still being collected given the length of the sales cycle. Full results will be reported in Part 2.

Business Challenge



High Inbound Volume

Inconsistent email structure made every lead harder to process.



Manual Triage & Routing

Classification and routing scaled poorly as volume kept climbing.



Limited Visibility

No clear view of pipeline health or rep performance; decisions ran on instinct, not data.

The Solution

IT and Sales Operations partnered with AgilePoint to redesign the inbound lead workflow, with **embedded AI** and **human governance** at every decision point. The goal: increase the share of time Sales spends understanding customer needs and finding perfect fit solutions.

AI Email Classification

Five categories at 89 to 90% confidence, with reasoning shown for every decision and **human in the loop** validation built in — reducing triage effort by 2.5× to 3×.

Smart Routing

Leads are auto assigned by region, category, and industry, with a **3 day response SLA** and equitable distribution across the team.

Automated Follow Up Cadence

A **3 week cadence with weekly auto follow up** to each lead, automatic closing of unresponsive leads, and inbox triggered re-engagement — improving follow up consistency 2× to 3× and reducing lead leakage.

Customer Interaction Forms

Customers **participate directly in the business process** through structured, no login submissions that flow into the workflow in real time — **secure by design**, with a full audit trail and no email back and forth.

Live Pipeline Visibility

Real time dashboards cover every lead, including lost, unquoted, and competitor activity (~1.9% of volume).

AT A GLANCE

CUSTOMER

Belden Universal

SOLUTION

AI Powered Web Lead Triage and Sales Enablement

PLATFORM

AgilePoint AI & Agentic Orchestration

REPORTING PERIOD

First 60 Days · Part 1 of 2

RESULTS

2x

Scalable intake engine; more inbound volume handled in the first quarter after deployment

3x

Less manual triage effort across sales lead handling

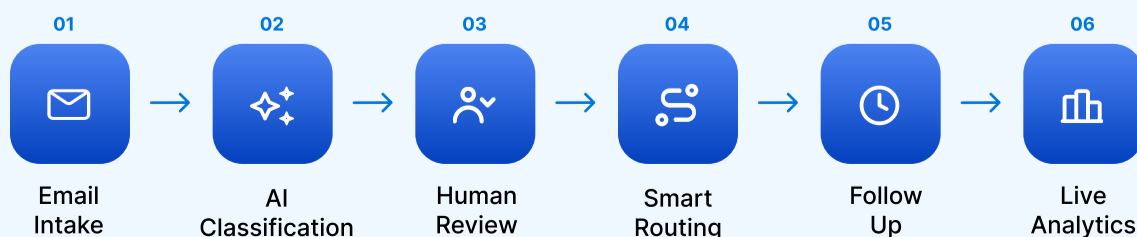
86%

Of emails automated with high confidence, needing little to no review

60%+

Less processing time, even as inbound volume doubled

How It Works



Measurable Impact in the First 60 Days

YEAR 1 ROI

86%

Ahead of schedule

YEAR 2 ROI

1000%+

Projected on Year 2 operating cost; implementation recovered in Year 1

LEAD COVERAGE

100%+

Every new lead email processed

Q1 vs. Prior Period

INBOUND VOLUME HANDLED	MANUAL WORKLOAD PER EMAIL	PROCESSING TIME	ADMIN SHARE OF SALES CAPACITY	TIME AVAILABLE FOR SELLING
1.0x <small>Before</small>	1.0x <small>Before</small>	100% <small>Before</small>	100% <small>Before</small>	Baseline <small>Before</small>
↓	↓	↓	↓	↓
2.05x <small>With AgilePoint AI</small>	0.15x-0.2x <small>With AgilePoint AI</small>	<40% <small>With AgilePoint AI</small>	50-70% ↓ <small>With AgilePoint AI</small>	1.5x-2x ↑ <small>With AgilePoint AI</small>

What Changed in 60 Days

BEFORE	AFTER
Manual triage by hand, for hours	AI classification at 89 to 90% confidence
Routing by availability, not fit	Instant routing by region, category, industry
Missed follow ups, leads lost to silence	3-week auto cadence, weekly follow-ups
No pipeline visibility	Live dashboards, nothing hidden

VOICE OF THE CUSTOMER

“Before, we just didn’t have the data. Without the data, you can’t make high-quality decisions — you can’t baseline, and you can’t define a starting point for continuous improvement.”

NS Nick Sainati
President, Belden Universal

Data Accuracy and Reporting

Standardized AI capture replaced unstructured email, improving data consistency 2X to 3X and enabling full audit trails, reliable forecasting, and rep/industry-level reporting. — the feedback loop for continuous improvement.

Coming in Part 2

Quantifying downstream outcomes over the next 90 days: a 15–30% sales cycle reduction, a 20–30% win rate increase, and rising pipeline velocity.

Why AgilePoint

Unlike standalone AI pipeline tools, AgilePoint’s **composable architecture** connects AI decisions directly to **enterprise systems**, supports **decision points and conditional flow**, enforces rules, **compliance, and guardrails**, and keeps **humans in the loop**.

CAPABILITY	AgilePoint	Other AI Pipeline Tools
Enterprise System Integrations	✓	X
Decision Points & Conditional Flow	✓	X
Complex Rules & Compliance Guardrails	✓	X
Dynamic Human-in-the-Loop (HITL)	✓	X

Key Takeaway

Time savings are only the beginning. The real value is how that time is reinvested.

Belden Universal’s implementation shows AI powered automation is about more than efficiency: better data drives better decisions, more selling time, and higher conversion potential.