

TCI Transportation Replaces Legacy Stack with AI-Native GTM

Ross inherited an inconsistent system of record. After moving to Aurasell, TCI's go-to-market teams gained a more unified view across divisions and clearer visibility into potential cross-sell opportunities.



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From a System of Record to a System of Execution

Challenge: Inconsistent Narratives Inside Legacy CRM

**Reduced Reliance and Investment
Across 5+ Legacy Tools**

- ✓ A decade of history (65K+ accounts, 20M emails, 7M tasks) sat behind inconsistent field mapping
- ✓ Reps hand-built their own AI prompts with no consistency, oversight, or ability to replicate what worked
- ✓ The legacy CRM relied heavily on manually entered information, meaning potentially valuable details could be missed
- ✓ **Divisions had limited visibility into each other's accounts, making cross-sell opportunities more difficult to identify**

Solution: One Context Layer for Every Conversation

**Rolled Out to All Reps in
Just 45 Days**

- ✓ One operating layer for execution, forecasting, and activity capture rather than an extra tool bolted on
- ✓ Customer sentiment captured from every interaction, giving a full picture of the account rather than a summary
- ✓ Prompts and fields are set once at the org level, eliminating the per-rep customization that produced inconsistent results
- ✓ Agent Builder delivered an end-to-end revenue workflow in minutes instead of weeks
- ✓ **Cross-division account context surfaces buying signals without needing to schedule a call**

Outcome: Revealing a Potential Path From \$500M to \$2B

**12.3% Close-Rate Increase
Since Moving to Aurasell**

- ✓ Account health surfaces automatically, so every division works from the same picture
- ✓ Relevant sales and customer email activity is now captured, with ownership agents reassigning accounts automatically as reps are hired
- ✓ TCI significantly reduced reliance on its legacy CRM, and users report Aurasell is more intuitive and easier to use
- ✓ **Greater visibility into potential cross-sell opportunities across divisions could support significant revenue growth within TCI's existing customer base**

"With enhanced customer insights and greater visibility across our existing relationships, we see the potential to grow from \$500M to more than \$2B in revenue by expanding the solutions we provide to current partners."

"Agent Builder turned what would have been a multi-team RevOps project into a 10-minute self-service deployment."