



Agentic AI in Revenue Intelligence: Driving Sales Transformation



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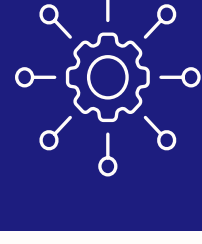
The rise of agentic AI in sales

Agentic AI is transforming revenue orchestration from manual, fragmented processes to intelligent, autonomous systems.

40% of organizations are now scaling AI across revenue functions.



28% are actively optimizing their use of AI, marking a shift from a tactical tool to strategic necessity.



Sales teams remained constrained by disconnected data and manual workflows — agentic AI helps to eliminate these bottlenecks.

n = 612; Source: IDC's AI in Revenue Intelligence Platforms Survey, September 2025

Key features — what agentic AI delivers



Real-time revenue intelligence that connects activity data, CRM signals, and customer insights into a single AI-driven workflow.



Automated lead scoring, risk detection, deal coaching, and forecasting.



26% of organizations cite actionable insights as their top priority for AI adoption.



45% report an ability to handle higher sales volumes without increasing headcount.

Data-driven insights — measurable impact

68% of survey respondents say predictive and prescriptive analytics would be highly valuable.

47% of organizations report improved forecast accuracy with agentic AI.

41% of organizations see an increase in conversion rates after adopting agentic AI.

38% report faster onboarding for new sales team members.

Seamless integration — readiness and connectivity

89% express high confidence in integration capabilities.

66% of organizations report their infrastructure is mostly or fully ready for agentic AI.

52% of revenue leaders want agentic AI to plug into their current tools and systems.



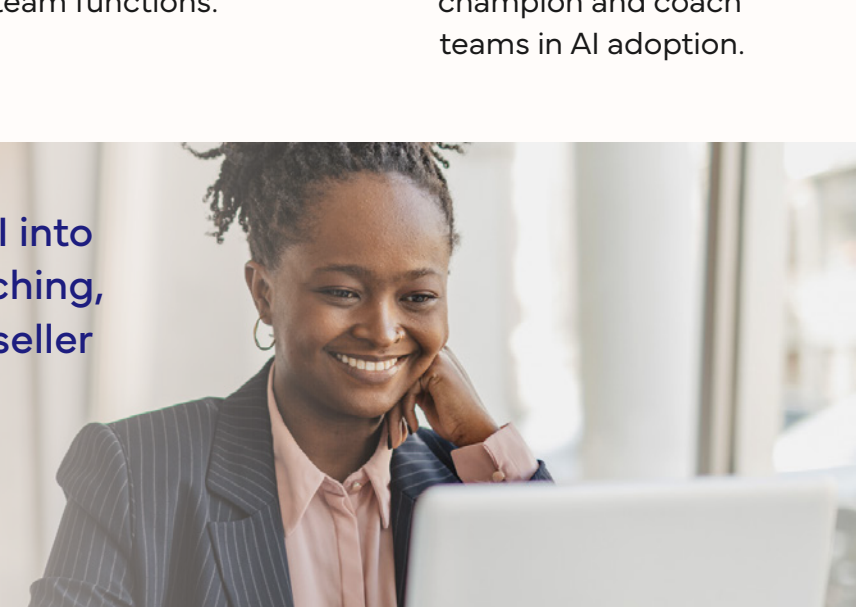
User success stories — adoption and leadership

44% of adoption efforts are led by frontline managers integrating AI into daily workflows.

38% of managers tailor AI to specific team functions.

35% of success stories trace back to managers who champion and coach teams in AI adoption.

Frontline managers embed AI into daily workflows to guide coaching, prioritize deals, and improve seller actions in real time.



Future-ready solutions — investment and outlook

53% of enterprise executives are influenced by the perceived ease of agentic AI deployment and training.

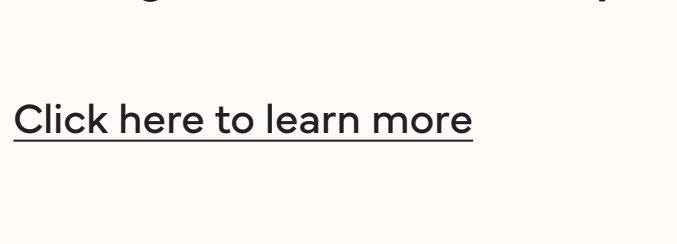
53% prioritize clear and measurable ROI from agentic AI investments.

46% of organizations report no current investment in agentic AI, indicating significant growth potential.



Many organizations who built homegrown solutions expect to shift to vendor platforms in 2026 due to scalability and ROI challenges.

Message from the sponsor



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