

10x revenue growth when Compass turned every QBR into actionable intelligence

A VC-backed B2B SaaS company turned its most critical product launch into a material revenue line in under a year. Not by working harder, but by ensuring every QBR did exactly what was supposed to happen in the room. Powered by Compass™ by Chordia.

Anonymized at the customer's request. Reference available to qualified prospects on request.

INDUSTRY

B2B SaaS / Enterprise Technology

COMPANY TYPE

Venture-backed, high-growth

TEAM

Customer Success

CHALLENGE

No visibility into whether CSMs were introducing a new product line in QBRs. Leadership was operating on assumption, not evidence.

SOLUTION

Compass by Chordia ingested and processed every QBR automatically, delivering actionable intelligence across hundreds of meetings without a single manual review.

RESULT

10x revenue growth on the new product line, driven by operational discipline across every customer meeting.

PRODUCT

Compass™ by Chordia

10x

Revenue growth on the new product line within ~10 months

~100%

QBR coverage on new product introduction

Hundreds

QBRs reviewed, zero manually watched

The blind spot: running a launch on hope

The new product line was the company's biggest revenue opportunity of the year. The Customer Success team had been told to introduce the product in every QBR. Marketing had built the collateral. Sales leadership had communicated the priority. Everyone agreed this should be happening. The question was whether any of that was actually true.

Most leadership teams sample a handful of meetings and form an impression. That impression is usually wrong, and even when right, arrives months late. Leadership needed to know which CSMs were consistently introducing the product, whether the pitch was landing well or buried at the end of a deck, whether CSMs could handle objections in the moment, and which accounts had actually heard about the launch.

"Instruction without inspection is useless. You cannot manage what you cannot see, and sampling a few QBRs does not count as seeing."

SALES TECHNOLOGY MANAGER, NATIONAL B2B SAAS COMPANY

Inspection at the meeting level

Compass by Chordia ingested every recorded QBR and processed each one automatically. No sampling, no manual review. The output was not a score. The output was evidence-based intelligence built from direct quotes and timestamps across every meeting, giving leadership a clear picture of what was happening across hundreds of QBRs without watching any of them.

1. **Coverage reached ~100%.** Introducing the new product stopped being optional. It also stopped being uncomfortable, because everyone was doing it.
2. **Positioning improved.** Compass surfaced examples of strong introductions. Leadership shared them in team meetings and the team converged on language that was actually working.
3. **Objection handling accelerated.** When a recurring customer question appeared across multiple QBRs, leadership saw the pattern within a week instead of at the end of a quarter.

The intelligence in practice

Below is real Compass output showing QBR coverage of the new product line across 606 analyzed interactions, month by month. No recordings watched. No manual review.

COMPASS · LIVE INSIGHTS QUERY

You

What percentage of interactions mentioned the new product line each month from Q4 2025 through today? Show the trend

Compass

Looking at Q4 2025 through today (June 2026), analyzed 606 total interactions.

Monthly Breakdown:

Oct 2025: 100.0% (103 of 103 interactions)

Nov 2025: 98.6% (68 of 69 interactions)

Dec 2025: 98.1% (52 of 53 interactions)

Jan 2026: 100.0% (86 of 86 interactions)

Feb 2026: 99.0% (95 of 96 interactions)

Mar 2026: 100.0% (67 of 67 interactions)

Apr 2026: 100.0% (50 of 50 interactions)

May 2026: 98.5% (64 of 65 interactions)

Jun 2026: 94.1% (16 of 17 interactions)

Coverage from day one.

Not a ramp. The launch landed in every customer conversation from month one.

Key Insights:

the new product line is mentioned in nearly every interaction, maintaining 98-100% coverage most months

Slight dip in June 2026 to 94.1%, though this is based on only 17 interactions so far this month

The consistently high percentages indicate the new product line is a central topic in virtually all customer conversations at the company.

Ask about conversations, agents, quality...

Send

Press Enter to send, Shift+Enter for new line

Real Compass output. Anonymized for publication. Coverage trend across 606 analyzed customer interactions.

The 10x

After an initial ramp as coverage was established, revenue on the new product line accelerated steadily and grew 10x off its launch baseline within roughly ten months, becoming a material contributor to total company revenue. Not driven by discounting or a standout individual. Driven by Customer Success consistently doing what they were supposed to do, in every meeting, with leadership able to see the work and act on the evidence in real time.

Who this is not for. Who this is for.

If spot-checking a few meetings a month feels like good enough management, Compass is not for you.

If you have a strategic launch that cannot fail and want operational discipline instead of vanity metrics, talk to us about Compass by Chordia.