ARTISGROUP

Elevating sales productivity by 5 hours per seller each week

Artis Group is an Australian IT services provider specialising in cloud infrastructure and business applications such as CRM, ERP and office applications. Artis is a Microsoft Gold Partner.

INDUSTRY
IT Services

Challenge
How to remove productivity bottlenecks and progress deals faster

Artis faced the challenge of sellers accessing different versions of sales and marketing collateral residing in multiple disparate content repositories. The process of creating proposals requested by customers was labour-intensive and time-consuming, lacking content governance. Sales reps lacked visibility into how buyers were engaging with the content they shared. These issues impacted sales productivity and response times, adding to the risk of fragmented buyer experiences.

Solution
Seismic enables sales to optimise customer engagement with personalisation and insights

By centralising go-to-market resources in the Seismic Storytelling Platform and integrating with their CRM - Microsoft Dynamics, Artis sales reps can now confidently share the right content at the right time with prospects. Using content personalisation at scale on the Seismic platform, sellers can customise presentations, proposals and other documents in a few minutes. This frees up more time for selling and client engagement while personalising the buyer experience. Insights gleaned from engagement analytics of shared content help Artis sales reps drive greater relevance in customer interactions.

Results
A highly efficient revenue engine

Artis has increased sales productivity through reduced time in content generation for clients. Artis has also improved customer experience through content personalisation, shorter response times and tailored customer discussions based on engagement insights. Using aggregated content analytics from Seismic, Artis gained operational efficiencies by retiring redundant content and repositories, reducing operating costs.

5 hours
Selling time regained per week per seller

20%
Reduction in costs by retiring redundant content and repositories

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Having the ability to auto-generate personalised collateral enables us to provide a more superior customer experience over our competitors. The engagement analytics helps our sales reps tailor their customer conversations, which is invaluable to our sales process.

Matt Verity
Head of Business Consulting, Artis Group

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