

How Darwinbox increased rep productivity and delivered more pipeline with GTM Buddy



CASE STUDY



\$250,000 savings in seller productivity with just-in-time enablement



\$2 million of annual revenue influenced by enablement content



300% increase in content usage by global sales teams



“When reps began receiving content recommendations, they discovered sales content that they had never seen before. They realized that there was a wealth of information they could use to gain customer trust and close deals faster.”



Samrat Krishna,
Head of Product Marketing, Darwinbox

Challenges

With the aim of creating better workplaces, Darwinbox delivers a new-age, enterprise-ready HRMS platform that automates employee-facing processes, simplifies human interactions, and provides actionable insights. Its products are used by more than 700 global companies that employ more than 2 million people across 60 countries.

About

Darwinbox is a leading provider of cloud-based human resources management software (HRMS).

Highlights

Challenges

- Innovative and expanding portfolio of products covering a wide range of HR use cases
- Fast-growing and newly hired sales teams across multiple locations
- More than 1,000 enablement assets to choose from

As a unicorn HR Tech company, Darwinbox faced the following growth challenges:

- **Expanding product portfolio.** Darwinbox provides a comprehensive HRMS suite for leading enterprises. However, it also offers best-of-breed solutions and related human capital management suites for specific HR needs. As a result, sales reps had to be well-informed of the latest product offerings in order to offer the right customer solutions.
- **Fast-growing sales team.** Darwinbox has customers around the world and continues to expand in South East Asia, the Middle East, and North America. Over the past year, the company had grown its sales team by 60%. New sales reps needed quick and easy access to sales collateral so they could do their jobs more effectively.
- **An extensive enablement library.** With more than 1,000 enablement assets, sales reps struggled to find and share appropriate sales collateral with their prospects.

Faced with these challenges, Darwinbox found that they had outgrown their existing content management systems and had to find a better way to support their distributed sales teams.

Enter GTM Buddy.



"Before GTM Buddy, I found our collateral scattered across SharePoint, OneDrive, email, and WhatsApp messages. When I needed something, I literally had to search everywhere."

“ Evelyn Tan, Associate Sales Director

Solution

Providing reps with the information they need at the right time

Benefits

- Eliminate "search and discovery" missions by providing just-in-time recommendations in a rep's daily workflow
- Provide reps with an easy way to understand buyer engagement
- Ensure streamlined collaboration and greater adoption of sales content

As Darwinbox partnered with GTM Buddy, their goal was not only to organize their content more effectively, but also to make it easier for salespeople to find and share information with prospects.

Darwinbox achieved the following benefits by using GTM Buddy as their revenue enablement platform:

- **Just-in-Time enablement.** Reps no longer have to search everywhere for content. Depending on the opportunity context, sellers have access to the most relevant information directly in their inbox, calendar, CRM, and LinkedIn. Not only does this save them time and effort, but it also helps sales teams uncover valuable information without lifting a finger.

"When I used GTM Buddy for the first time, I had a big smile on my face. The feeling of receiving a content recommendation was truly magical. Our sales team receives instant gratification with GTM Buddy."



Agam Aadhaar Talwar,
Regional Sales Director

- **Buyer engagement.** Sales and marketing teams at Darwinbox have a better understanding of buyer sentiment with GTM Buddy's engagement analytics. As reps share content, they can better track views, shares, and downloads of content. Reps also use buyer engagement insights to make their outreach more personalized for prospects.

"Whenever I send an email, it's easy for me to see if my customers are engaging with it. I know that a prospect is serious if they have opened a document multiple times or sent it to other colleagues."



Priyan Subramanian,
Sales Director

Solution

Providing reps with the information they need at the right time

Results

- \$250,000 increase in seller productivity with just-in-time enablement
- \$2 million of global revenue influenced by enablement content
- 300% increase in content usage by global sales teams

Greater collaboration. Sales and marketing teams at Darwinbox benefit from GTM Buddy's collaboration capabilities. Reps are able to rate the effectiveness of enablement content or request new content without leaving their current workflow. The marketing team is able to prioritize content requests and provide visibility into their status. Furthermore, marketers can send automated and manual announcements to their global sales teams about new content.

"Sellers can easily provide feedback on enablement content. Prior to this, we used to receive suggestions through emails, WhatsApp groups, and Teams. Now we can collect comments in one place, act on them, and follow up with our sales team."



Sonal Sharma,
Product Marketing Manager

Reduced manual work. With more than a thousand enablement assets, the last thing the product marketing team wanted was to tag each asset manually. Using business vocabulary, GTM Buddy was able to analyze and auto-index 80% of the entire content on its own. By doing so, product marketers have more time to enable their sales team while spending less time managing content.

"With GTM Buddy tagging our content library, all we needed to do was review and ensure that the tags were accurate. Information discovery had been a challenge for a long time and auto-indexing ensured that content recommendations matched the needs of every rep."



Samrat Krisha,
Head of Product Marketing

Results

More productive sales reps and higher revenue impact per rep

Using GTM Buddy, Darwinbox has increased rep productivity, decreased content waste, driven more pipeline, and boosted content adoption across their global sales organization. Darwinbox achieved the following benefits with GTM Buddy:

- **\$250,000 increase** in seller productivity with just-in-time content recommendations
- **\$150,000 reduction** of annual wastage in the content marketing budget
- **\$2 million** of global revenue pipeline influenced by enablement content
- **300% increase** in content usage by account executives and sales development reps



“In the past, our reps had difficulty finding and sharing the right content. Today, when a salesperson needs information, they use the GTM Buddy extension for Outlook or HubSpot. Over 80% of our global sales team rely on GTM Buddy to find content that matters to their customers.”

 **Sonal Sharma**, Product Marketing Manager

Learn how you can sell better and faster with just-in-time enablement

Book your GTM Buddy demo now

