

Powering up B2B sales using machine learning

Success Story: Aidetic x Contiq

Introduction

Contiq is a San Francisco-based sales intelligence company that helps B2B sales teams close more deals with buyer-centric insights.

They deploy an ML-powered buyer engagement platform to monitor deal flows across CRM, emails, and meetings serving as a Source of truth for the sales pipeline.

Difficulty in onboarding new customers



As the company started onboarding new customers, the number of transactions increased, new feature requests started flowing in and there was a need to upgrade the product.



They envisioned an AI recommendation and analytics engine to enhance the customer experience.





Business Challenges

Slow Customer Onboarding

Technical debt made the onboarding process buggy which resulted in poor customer experience.

Product Adoption

Since different customers use different tools, it was challenging to keep the product ready with third-party software.

Unpredictable release cycle

Maintaining backward compatibility with legacy and complex systems made it difficult to build new features.

High Product Downtime

The complex system and technical debt increased the downtime and the chances of data loss.



Technological Challenges

Integration and Syncing issues

There was a need to build integration with multiple software and fix integration and syncing issues at scale.

Complex System

To work with a complex system with a distributed architecture and over 20 microservices.

Non-effective AI Model

Fine-tuning AI models for the right sales domain were required.



Solution: End-to-End Product development

Impact and Dependency analysis

We documented the complete system architecture, microservices interaction, database scheme to identify the functional and useless components and data.

Resolved technical debts

We devised a detailed plan to address code complexity and database schema without causing downtime.

AI features

We developed robust AI features for automatically finding recommendations, sentiment, objections, and pain points from emails.



More Solutions...

Built scalable Integrations



Within three months, we created 10+ integration to connect with multiple communication channels and make a unified data model that could scale up to 10k+ users.

Strict testing



We implemented an automated testing framework to manage regression and improve platform performance.

Monitoring and recovery practices



We installed and configured monitoring routines and laid out recovery plans in case of a disaster.



Technology used



Accomplished efforts:

Improved Customer Satisfaction

30%

Monthly Cloud
Cost Saved

86%

Reduction in
Recovery Time

20%

Reduction In
Downtime

30%

Faster Product
Cycle Release

100%

Increase In
Active Users

