Most Cutting-Edge Ops Program of the Year

With the market in a state of constant change, revenue teams must stay on the cutting edge of innovation to stay nimble in new market realities. This award recognizes a team or organization demonstrating forward-thinking solutions across people, process and/or technology resulting in real business impact.

THE WINNER

mongoDB.

The Challenge

In a constantly changing market, revenue teams have to adapt. This is how MongoDB found itself at a turning point last year. Its GTM needed a change to boost the efficiency and effectiveness of its Sales Operations.

Information silos, manual processes, lack of real-time insights, and scalability were the most pressing concerns for MongoDB's GTM teams. These challenges hindered their ability to provide timely and accurate information across the revenue team. Some common challenges were delayed decision-making, inconsistent messaging to clients, and reduced productivity.

MongoDB's programs revealed gaps in sales enablement and training resources. Employees, particularly new hires, found it challenging to quickly learn about complex products and strategies without a centralized knowledge base. The overwhelming volume of information across different platforms created information overload. Plus, limited collaboration led to missed opportunities for cross-functional learning and innovation.

The Operational Approach

MongoDB got creative. They launched a comprehensive approach centered on developing and implementing "coachGTM," an AI-powered knowledge assistant using MongoDB Vector Search.

A centralized knowledge hub consolidated scattered information and provided a single source of truth for all GTM-related information. By fostering a culture of knowledge sharing, MongoDB also enabled employees to contribute information and provide feedback to the knowledge base.

For example, coachGTM automated repetitive tasks, such as answering frequently asked questions and providing personalized onboarding resources. This freed up valuable time to focus on strategic initiatives. Integrating coachGTM with existing tools also meant information was easily available within the team's daily workflows. Finally, MongoDB's changes established a feedback loop to ensure continuous improvement. This ensured that coachGTM's algorithms and knowledge base aligned with the organization's evolving needs.

Operational Results

CoachGTM has had a positive impact across the organization in areas of employee satisfaction, customer engagement, and data-driven decision-making.

Employees are more confident and less stressed, directly addressing key concerns raised in employee engagement surveys. The team is more efficient thanks to individualized enablement and on-demand support that caters to their needs. Customers receive enhanced experiences, leading to faster onboarding, easier expansion, and improved overall customer satisfaction.

Measurable outcomes include:

- $2 million in annualized costs savings based on an average of 60,000 questions answered per year, with each question saving roughly 30 minutes of CSM/Sales time.

- $3 million in projected annualized savings in FY25 as more team members adopt coachGTM.

- Total ACV Risked per Contact decreased by 35%.

- 76% increase in marketers using new business intelligence reports.

"CoachGTM's ability to learn and adapt over time makes it a scalable solution that can grow with the organization, ensuring continued effectiveness as the knowledge base expands and user needs evolve."

Sai K Ramakuru, Director, Sales Productivity, Strategy and Analytics, MongoDB