

Spiro.AI

Spiro.AI combines customer relationship management (CRM) capabilities, sales enablement, and analytics in a single platform, which also includes integrated VoIP capabilities, pre-built integrations with numerous business applications including marketing automation and enterprise resource planning (ERP), and add-on modules for quoting and support tickets.

Spiro's artificial intelligence (AI) Engine captures customer interactions including e-mails, calls, and texts to automatically create companies, contacts, and opportunities. The Spiro Assistant provides intelligent, prioritized reminders and to-do lists for users, as well as proactive recommendations on next best actions.

Valoir found a key benefit of Spiro's approach was AI-driven business insights including more accurate forecast data, enabling customers to reduce the time spent building and reviewing forecasts and opportunities by an average of 35%.

AT A GLANCE



Valoir surveyed 98 Spiro customers (primarily in manufacturing) and found that Spiro enabled them to increase sales productivity, accelerating time to close by an average of 23%.

DEEP DIVE



Traditional CRM systems focus on data capture and lead tracking. Spiro focuses on sales productivity, helping individuals prioritize their efforts based on interaction signals while automating data capture and analysis for effective planning and forecasting.

LONG VIEW



As sales teams adjust to less in-person interactions with peers, customers, and prospects, Spiro helps sales teams bridge the distance by prioritizing and optimizing outbound outreach. It also helps managers take a more data-driven approach to forecasting and planning while reducing the burden on sales operations.



MONEY: Spiro customers increased their average deal size by 30% by having a more complete view of all customer interactions, and increased average annual customer contract value by 32%.



MARKET: Spiro markets itself as a "CRM killer," but competes primarily in the sales force automation (SFA) space with a user-focused approach.



PEOPLE: Pipeline review is often a time-intensive activity for both sales people and managers. Valoir found that Spiro users cut deal and pipeline review time by an average of 31%.



TECH: Using a data-driven approach to forecasting and sales analysis reduces subjectivity and potential bias, and enabled Spiro customers to increase forecast accuracy by an average of 41%.