

# Xactly Forecasting Shortens Sales Cycles and Increases Win Rates



Xactly, a leading intelligent revenue software provider, helped a growing company focused on contact center solutions solve its significant forecasting challenges. By implementing Xactly's pipeline and sales forecasting solution, [Xactly Forecasting](#), the company achieved a remarkable return on investment and witnessed remarkable improvements. Read on to learn how.

## The Challenge

The company's revenue and employee headcount nearly tripled within the last year. This rapid growth posed serious challenges to its forecasting process, including a lack of visibility and insights into sales data for stakeholders, leading to inefficiencies in tracking, analyzing, and managing transactions.

## The Solution

After implementing Xactly Forecasting, the Sales team had a [consolidated lens](#) into their pipeline, broken down by rep and team, enabling more intelligence into which deals have momentum and a quick path to identifying where deals were stuck. This visibility gave revenue leaders decisions backed by data - a much better alternative to digging through spreadsheets and call notes when assessing the health of each deal.

Xactly Forecasting offers the following key benefits:

- **Focused Visibility:** Real-time views into sales pipeline data enabling a faster identification of deal health and improved deal performance.
- **Performance Insights:** Unified pipeline data, with flexible reporting, allowed the company to surface insights faster than their previous processes and make more informed decisions while identifying areas for improvement.
- **Transparency and Motivation:** Created a culture of transparency and data integrity.

## Results and ROI

Following the implementation of Xactly Forecasting, the company observed the following results:

- 100% increase in total contract value.
- 13% increase in wins quarter over quarter.
- Sales pipeline accuracy improved by 87%, giving them the ability to target better.
- Shortened its sales cycle to under two months.

## About Xactly

Xactly provides the only AI-powered platform that combines revenue intelligence and sales performance management so organizations can unlock their full revenue potential. Backed by two decades of pay and performance data, Xactly's Intelligent Revenue Platform is designed for finance, revenue, compensation, and sales leaders who want to drive quality, sustainable revenue. To learn more about Xactly and the latest issues and trends in revenue intelligence, visit us at [XactlyCorp.com](#), follow our [blog](#), and connect with us on [LinkedIn](#).

