



CASE STUDY



Kisler Group Seamlessly
Manages Marketo Migration
for Chorus.ai





Based in San Francisco, Chorus.ai is the number one conversation intelligence platform for high growth sales teams. It's a powerful tool that records and analyzes sales conversations – via meeting, phone, Zoom, etc. – to help revenue leaders gain insights as to what is working and what is not. Leveraging AI and machine learning, the Chorus platform can track keywords, competitor mentions and other specific topics to identify issues and improve performance.

The insights derived from the Chorus platform serve as the foundation of an effective coaching strategy for sales and customer success teams and provide insight into the voice-of-the-customer across any organization. Chorus.ai was recently acquired by ZoomInfo, a Go-To-Market intelligence solution for more than 20,000 companies around the globe.

Challenge



In 2018, Chorus began building a Demand Gen department to help drive and accelerate growth, and Jennifer Senwoo, former Director of Demand Gen, was their first hire. As she worked to forge a new department, she noted a number of challenges to launching the initiatives needed to reach their goals.

"I like to describe it as the Wild West," she said. "The data was a mess, there were no lead flows, and they were using Hubspot which was fairly limiting for their needs."

Senwoo wanted to migrate to Marketo so they could more easily segment around personas, better target outbound sales messages, increase visibility, incorporate more automation, and maximize engagement and reach.

"Marketo is the standard that marketers aspire to," she said.

And she knew just who she wanted to call to manage and facilitate the migration.

Solutions



Senwoo had previously worked with Kristy Buige, Co-Founder and RevOps Consultant at the Kisler Group, and knew that she and her team were the right people for the job.

"Kristy is the best RevOps leader I've ever worked with in my entire life," said Senwoo. "She's incredibly organized, adaptive and has been around so many use cases and different situations that she literally knows how to handle anything."

As Chorus' demand gen team grew from two to six people and a marketing operations manager was brought on, the Kisler Group was hired to handle the migration from Hubspot to Marketo. Besides leading the migration, they trained the sales and marketing teams on new processes, put guardrails in place for security, set up the nurture stream, created a new lead score model, and provided naming conventions and other best practices to set them up for success.

Senwoo said, "It was the smoothest process with minimal interruptions. Kristy and her team did all the heavy lifting. Basically, they had a company/industry agnostic playbook to make the transition as easy and seamless as possible."

They also challenged Chorus' marketing team to learn Marketo by having them set up their own integrated marketing campaigns, so they would learn by doing.

Results



By successfully setting up Marketo, the Kisler Group established the foundation that the marketing team could build off of, so they could gain insights based on real data to drive better business decisions.

"One of the best results," said Senwoo, "is that Marketo forced everyone to think in a more cross-functional and collaborative way. We had to consider all the various elements of our integrated campaigns across departments and work together."

She also said that Kristy and her team saved the organization time and money by streamlining processes, with near real-time integration between Marketo and Salesforce which eliminated cumbersome, manual tasks.

"They also created a single version of the truth across the company," she said.

Whatever sales or marketing technologies your business is using or wants to transition to, Kisler Group is here to help you achieve your goals and overcome your most pressing challenges. Visit our website at kislergroup.com or contact us today. We'd love for you to be our next success story.

"Kristy is a trusted resource who has proven herself over and over again. I consider her the standard of what vendor relationships should be. She has our best interests at heart, is honest, acts with integrity and is super sharp. I highly recommend her and her entire team."

— Jennifer Senwoo, former Director of Demand Gen