



CASE STUDY: PRESALES & SALES

Accelerating Implementation with Automated Demos

Up to \$3.5M

Pipeline Influenced

Up to \$100K

Quarterly Time Savings for Presales

150

Stakeholders Discovered in One Quarter

Company size

1,400

Presales Team

25 Solutions Consultants

SMB Sales Team

40 Account Executives

Presales Workload

8 Demos per week, per SC



bazaarvoice

USE CASE: PRESALES & SALES

Accelerating Implementation with Automated Demos



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Bazaarvoice is reshaping how brands and retailers connect with consumers by putting the consumer voice first. With end-to-end, commerce-empowered omnichannel content solutions and analytics platform, Bazaarvoice helps 13,000+ brands and retailers inform consumer decisions consistently and at scale at every stage of the shopper journey on every platform where shoppers live. 2.5B shoppers use the Bazaarvoice Network on a monthly basis.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas, with offices in North America, Europe, Australia, and India. For more information, visit www.bazaarvoice.com

THE COMPANY

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THE RESULTS AT A GLANCE

Up to \$3.5M

Pipeline Influence

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in One Quarter

Up to 1 Week

Demo Lag Time Eliminated

Up to 25%

Reduction in Repetitive
Demos

Up to 33%

Reduction in SMB Sales Cycle

EXECUTIVE SOURCE



Bhavik Gandecha

Bhavik Gandecha, Manager of Solutions Consulting, is our source from Bazaarvoice for this customer story. He was a key stakeholder in the implementation and expansion of Consensus at Bazaarvoice and is a primary contributor to its global success.

1. THE CHALLENGE

Maintaining momentum at the bottom of the funnel

The last thing you want is for deals to stall when you're this close to the finish line. Bazaarvoice knew they could close faster by cutting down the wait time for implementation demos—the demos that buyers need right before they sign. Bhavik Gandecha, Manager of Solutions Consulting, Bazaarvoice, saw a clear opportunity: their team was juggling multiple acquisitions, new products were rolling out, and the demand for these demos was through the roof—especially at the end of the quarter. The solution? Streamline the process and eliminate the downtime buyers were facing.



“We wanted to set our customers up for success from the start. We felt strongly that if buyers were more familiar with implementation, they would use our products, see the ROI, and expand. The trouble was keeping up with the demand for the demos, especially at the end of the quarter.”

2. THE SOLUTION

Automating Implementation and Repetitive Demos

Bazaarvoice chose Consensus to automate their implementation and overview demos, allowing their team to meet sales demands without the need to increase presales headcount. They evaluated multiple demo automation solutions and found Consensus to be the perfect combination of video-based selling and personalization that would accelerate the buyer's journey at scale.

They kicked off implementation in EMEA, where the need for multi-language demos was highest. Bhavik and the Bazaarvoice team built a demo library packed with their most critical, repeatable demos. Once EMEA was up and running, they expanded to the U.S., training teams on how to use demo automation as a secret weapon for discovery and qualification.



“The goal was to replace any repeatable demo. We knew that there would still be follow-up meetings and other needs to address, but if we could give buyers an automated overview of our solutions, we would have more productive live calls.”

3. THE RESULTS

A Shorter Sales Cycle

Bazaarvoice instantly shortened their sales cycle by eliminating lag times of up to a week that buyers previously endured to see an implementation demo.

Getting a week back in the sales cycle was a game-changer. With more time on their hands, SCs could cover more deals and have a bigger impact on the pipeline. Using Consensus Demolytics, they uncovered over 150 new buyer contacts in just the first quarter. This gave both SCs and buyers the ability to show up to live calls ready—armed with specific questions and tailored recommendations for a smoother implementation. The real win? Automated demos on demand, combined with Consensus' powerful analytics, helped Bazaarvoice slash some of their SMB deal's sales cycles by up to 33%.



"Some reps save a month on deals! When we see a customer has watched a demo, we know what they are most interested in and, more importantly, how we can guide them to one of our solutions. And when we see who else is involved in their buying process, we can answer each buyer's questions faster and close the deal in a fraction of the time."

A Better Buying Experience at Scale

In addition to shortening sales cycles, Consensus helped Bazaarvoice scale their presales team by adding hours back to their day.

Bhavik's teams reported up to a 25% reduction in repetitive or overview demos. This helped SCs dedicate more time to becoming experts in newer solutions added through acquisitions without taxing them with an unbearable workload. The ability to train on new solutions and shift focus to other parts of the pipeline has strengthened the partnership between presales and sales. This collaboration has even allowed the presales team to extend its influence into other areas of the company, including marketing and customer success.



"Consensus helps to reinforce our SCs as solutions experts who are there for the buyer's benefit. When buyers meet with us on live calls, they recognize our faces and know they are getting helpful advice and answers to their questions to help them make the best decision. It has drastically improved how we consult and partner with our buyers as well as our internal teams."

Visible Revenue Impact and ROI

After one quarter of using Consensus, Bazaarvoice reported that demo automation influenced up to \$3.5M in the pipeline. They also reported an impact on the budget in the time saved by presales resources by not having to be on calls or by having shorter calls. These savings totalled up to \$100,000 quarterly, demonstrating that their solutions consulting team is most effective when they use a digital companion to qualify deals, engage buyers asynchronously, and enhance live calls with more involved participants.



"We see the impact of Consensus all across the funnel. What started as a bottom of funnel activity has now penetrated most of our revenue cycle. The time it saves us allows us to make a greater impact on the business and increases our agility to enable buyers and build their confidence in our solution faster."

Key Takeaways

- Demo automation enhances your team’s ability to make an impact on revenue generation at large.
- Building buyer trust starts with buyer enablement through demo automation.
- Consensus scales your product experts across the entire funnel to save time for both buyers and sellers.
- Consensus is proven to shorten the sales cycle for complex solutions.



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Sales engineers, solution architects, and sales leadership rely on Consensus demo automation to reduce wasted demos from 50% to 5% and cut average demo wait time from 14 days to on-demand. This leads to shortening sales cycles by as much as 68%. Consensus customers including Autodesk, Atlassian, Dell, Oracle, Salesforce, and SAP rank Consensus #1 in G2 ratings for Presales Software.

Learn more about demo automation, buyer enablement, and best practices for scaling Presales at goconsensus.com