

Driving Revenue with Advanced Product Strategies

Organization: Peakboard
Industry: Software



Mission-critical priority

Nina Berger, Managing Director of Peakboard America sought guidance from Gartner on tailoring her sales approach to effectively communicate product value to potential customers.



How Gartner helped

Gartner played an essential role in assisting the client in **overcoming the sales stalls** to drive growth:

- **Developed a customer-friendly AI tool** to improve the sales process.
- **Reviewed their brand collateral** such as website, pitch deck, product roadmap etc.
- **Implemented messaging strategies** to communicate product value effectively to potential customers.



Outcome

By leveraging the Gartner expertise, Peakboard was able to:

- Achieve 10% boost in orders attributed to the new AI tool.
- Increase website traffic and growth on other channels.
- Improve data literacy to make confident, data-driven decisions in a new market.

"Gartner's guidance and the implementation of our AI calculator revolutionized our sales approach. We can now confidently showcase the cost and time savings our clients can achieve, leading to a significant increase in orders. Gartner truly helped us transform our business and drive growth in the US market." -

Nina Berger, Managing Director of Peakboard America