14 SECRETS THAT ABSTRAKT HAS REVEALED

2023 Market Study

TABLE OF CONTENTS

BACKGROUND

Over the past six months, we've been able to clearly see a change in trends (which shouldn't be a surprise). But instead of just telling you there has been a change, we're going to reveal what words and phrases will get you results in today's environment.

NOTE: Since Abstrakt serves multiple industries, we separated the results by B2B SaaS and Insurance/Call Centers to make the action items more relatable to you.

Abstrakt has identified these three major trends in **B2B SaaS** over the past six months:

1

32%

Integrations are coming up 32% more often than in the previous period.

Companies and people want new tech solutions to play well with others. If your software doesn't integrate with what prospects are asking for, it might be time to reconsider your product roadmap.

4

15%

Competitors coming up 15% more often than the previous period.

We speculate due to people being pickier in this economy. This also helps teams identify if they are any new players in the market while being able to identify whom you compete against the most.

However, competition is still not the main objection reps are facing. While it's important to review the most common objections like "I'm in a meeting, I don't work there anymore, etc." are occurring more often. **Read more** about the most common objections.

3

68%

Teams have identified that they were missing battlecards for about 68% of the objections that came up.

This is exactly what we tell prospects looking at adding [real-time call coaching](#) software to their tech stack - it helps identify the gaps in your sales process without adding more manual work.

TACTICS THAT CREATE POSITIVE RESULTS

4 OPENERS

Permission-based openers continue conversations by **57%** compared to other openers. See more about this in our webinars.

5 PLAYBOOKS

With automated playbooks, managers are seeing a **17%** increase in the utilization of playbooks. Need a template? check out these.

6 OBJECTIONS

Reps that used the recommended responses were **2x** more likely to overcome an objection than those who didn't use them.

7 CONVERSIONS

Reps saw a **68%** increase in booking a meeting if they followed at least **51%** of their playbook.

Abstrakt has identified these three major trends in **Insurance/Call Centers** over the past six months:

8

23%

Customer satisfaction rates have increased 23% when there is a first call resolution instead of having to jump through multiple agents

This is why it's vital to give your team real-time call intelligence live on the call.

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35%

Agents have seen a 35% decrease in call handle time. This means two agents with Abstrakt can handle the same call volume as three Agents without Abstrakt.

Technology that aids in improving call handle time is important so agents can move to the next call faster. Companies can focus on reducing operational costs without reducing customer satisfaction scores.

Check out how **Abstrakt helped Johnson & Johnson.**

10

19%

Companies that are investing in technology for their agents have seen a 19% reduction in turnover compared to previous periods.

Technology that assists agents rather than hinders or micromanages their performance has seen an impact on agent attrition. Companies that aren't investing in their employees will continue to see high rates of attrition.

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TACTICS THAT CREATE POSITIVE RESULTS

11 ## RATE SHOPPING

45% increase in people shopping for cheaper rates, especially around renewal time. Agents using Abstrakt increased renewals by **41%**.

12 ## AUTOMATED QA

51% decrease in manual QA time as agents receive real-time responses. Abstrakt has saved managers over **22.4** hours/week not having to search/listen to calls manually.

13 ## CALL HANDLE TIME

Agents using Abstrakt have seen a **35%** decrease in call handle time.

14 ## RAMP TIME

Companies using real-time call coaching software for their agents have seen a **68%** decrease in ramp time.

ABOUT ABSTRAKT

[Abstrakt](#) provides real-time call coaching software for reps and agents around the world. It's available in over 118 different languages with customers across four continents.

With call intelligence that is provided in real-time, reps and agents are able to improve and adapt to conversations as they happen. this has been proven with over 5.9 million calls completed using Abstrakt.

Abstrakt provides automated QA and call scoring while allowing two-way feedback between managers & team members directly on the call transcript/audio.

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