

RevOpsLab 

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 workato

# A Crisis of Disconnection:

How automation and integration can jumpstart your company growth

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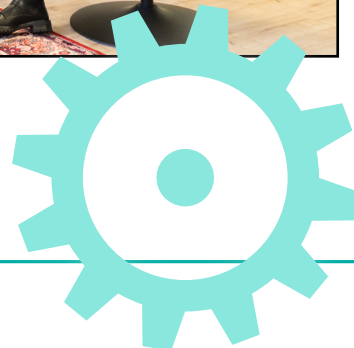
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# Introduction

## Introduction to RevOpsLab

At RevOpsLab, we understand that revenue operations is a multifaceted discipline that spans across sales, marketing, and customer success. Our comprehensive approach ensures that all aspects of your revenue cycle are harmoniously aligned, enabling you to deliver exceptional customer experiences while achieving your revenue targets.



## Introduction to Workato

The leader in enterprise automation, Workato helps organisations increase their operation's speed, scale, and accuracy by automating common business processes. Workato is built on a foundation of integration to deliver automation at scale across data, applications, and teams. Workato's low-code/no-code platform lets you automate go-to-market (GTM) processes end-to-end, from capturing a new lead to implementing a successful expansion—and everything in between.





# A Change in Behaviors

Adapting to today's distributed and fast-changing world has changed how we engage as companies, interact with our customers, and support each other as colleagues. These challenges are the greatest problem faced by GTM teams; without action, the pain will deepen in 2023.

The GTM strategies we've grown to trust and rely on aren't working anymore. Hitting numbers is getting frustratingly tough. These growing pains aren't just normal business lows, they're a shift in the global business environment.

## We're in a crisis of disconnection.

- 1. Customer Disconnection:** They expect simple, self-service and, above all, frictionless solutions to their problems, only to be met with disjointed and underperforming engagement channels.
- 2. Data Disconnection:** In an effort to solve this, IT and operational teams are resorting to cobbling together legacy systems and point solutions, further deepening disconnection.
- 3. Employee Disconnection:** In a world of hybrid and remote working, globally distributed teams and decentralised IT solutions, employees are left feeling disconnected and alone.

In a disconnected world, the solutions and playbooks that have driven growth for the past decade won't work for the next one.

To continue to drive growth, companies have to focus on connecting their customer, employees and data with intelligent adaptable solutions and deploy meaningful levers for change.

Here, we will explore how Internal discovery, process design, and the combined power of integration & automation can offer a solution to these problems.



# 1. Disconnected Customers

## State of the Union

In a post-digital transformation era, two primary shifts have occurred in buying behavior. Firstly, customers are demanding expertise above all else and, secondly, simplicity via self-service. By further reducing these, we can observe that ultimately companies are now competing on experience.

B2B buyers are still people and outside the office they are being delighted by cloud-native services such as Uber and Netflix, alongside offerings like Amazon and AirBnB. Naturally, this expectation permeates into B2B transactions. At the 2022 Forrester B2B summit, 83% of Marketers surveyed agreed that this adaption in behaviour is the number one challenge in 2023.

Simply looking into the buying cycle shows this trend. Gartner insights into B2B buying conclude 45% of research is conducted independently and 22% considers vendors. A further 77% of buyers agreed that the procurement cycle in their last purchase was complex. However, companies who were able to provide clear guidance about how to proceed with the deal improved the likelihood of purchase (2.8x) and increased the size of the deal (3x).

## Customer Lifecycle Approach

Building agile practices into GTM functions is complex and companies are having to reinvent customer engagement models to adopt a customer lifecycle approach.

Across the value chain, we can observe shifting operating practices, and the convergence of operating teams into xOps umbrellas be it DevOps or RevOps or GTMOps. A BCG survey on RevOps concluded that this shift increased Sales productivity by 20% and increased Marketing ROI by 200%.



Sales reps are spending less and less time with the customer (**5%** according to Gartner insights into B2B buying)

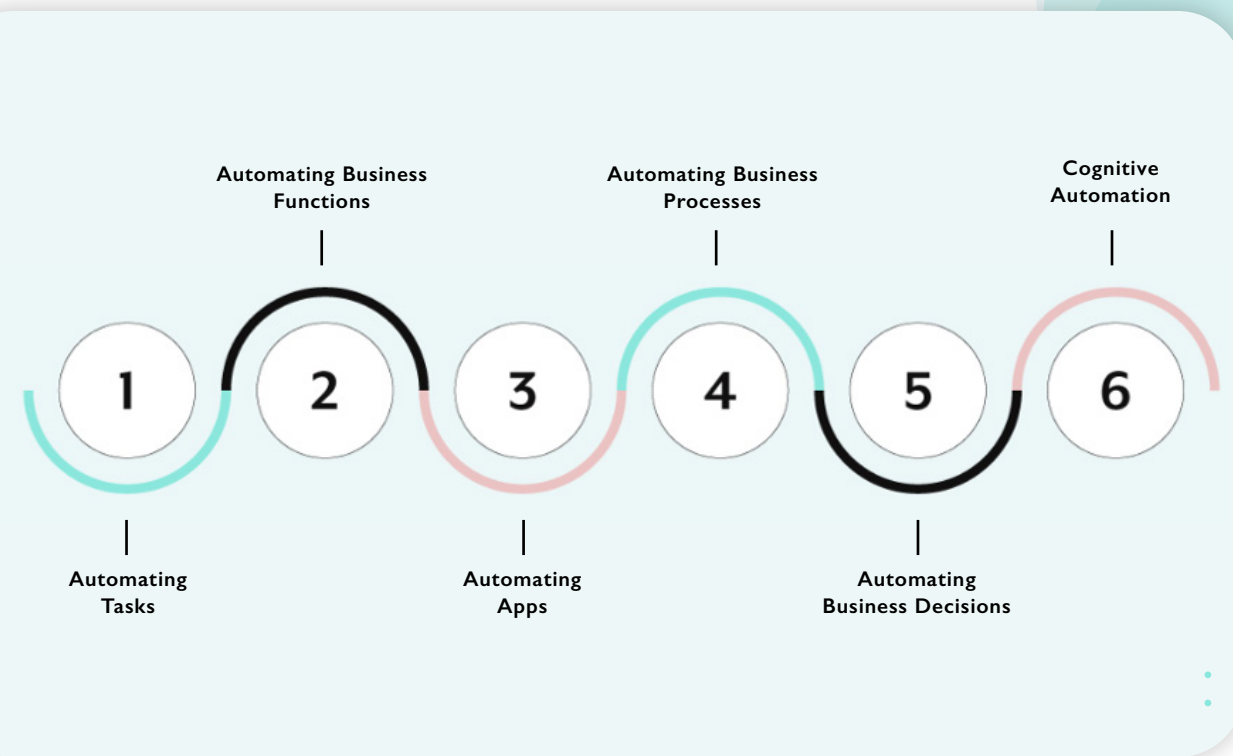
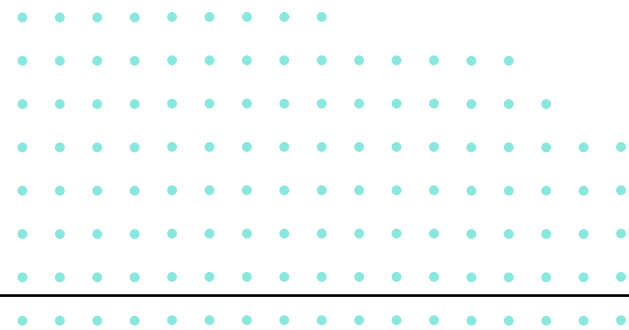


**65%** of B2B decision makers agree that remote selling models serve them better than traditional models



Digitally mature companies are **14%** more likely to have a flexible sourcing model within the ecosystem

And even with all this disruption, a company's ability to drive adoption, consumption, and expansion across the lifecycle is what is driving valuations from Silicon Valley to Wall Street. In PwC's 'future of customer experience' research, 32% of customers will stop engaging with a vendor after one bad experience and 49% will walk away after several.



## Automation is facilitating the reimagination of business models.

Enterprise automation consists of data automation, process automation and experience automation and the increasing value of automation is in the convergence of these automation pillars.

# Leveraging Automation

## Intelligence-driven execution

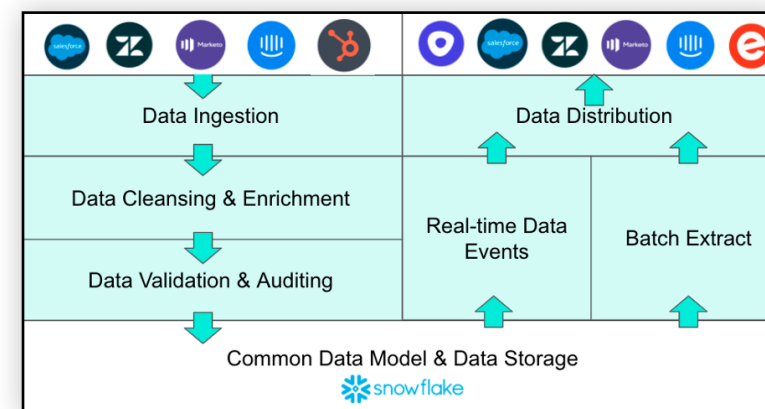
Given the most valuable commodity in a digital buying journey is information it's critical to connect behaviour with engagement. This requires embedding analytics and insights into core commercial processes.

- Product behavior
- Interaction data
- Behavioural signals
- Customer fit analysis



## Customer 360 Approach

As mentioned above, investment into GTM technology comes with ROI, payback period and productivity covenants. Consequently, insights provided by new solutions are leveraged in isolation for pre-defined use cases or treated as a flavor of the month. Consolidating fragmented insights into a complete picture of an accounts interactions across Marketing, Business Development, Sales, Finance and Success teams is critical in enhancing customer experience.

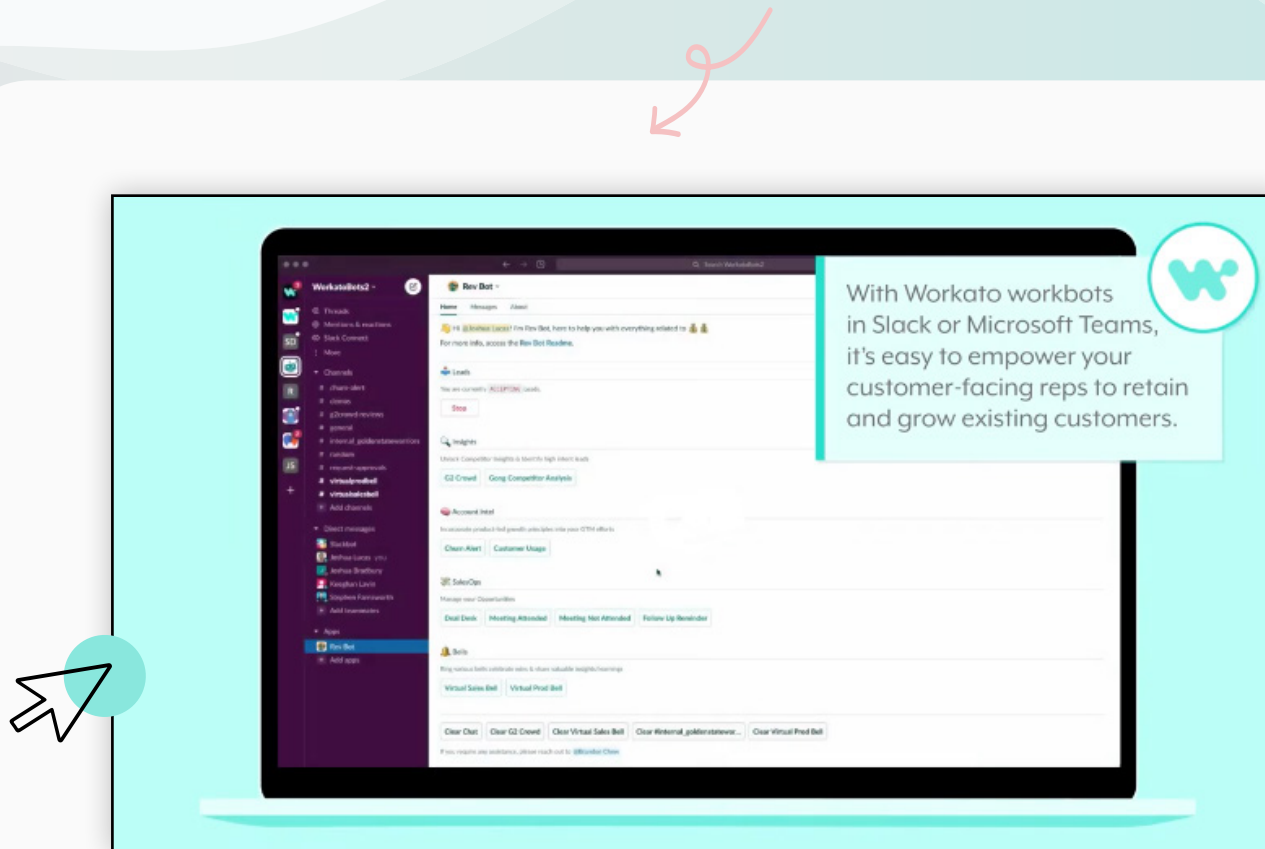


While a long-term goal for GTM teams can be to get all their data centralised (though this initiative is usually owned by IT), which includes data from “systems of action”, their primary goal—and what a modern customer 360 approach empowers GTM teams to accomplish themselves—is to make the right data actionable for the right stakeholder in the short-term.

Consistent across companies with successful growth strategies are capabilities to realise actionable data in the moment, but often the first step before automation is to reimagine your processes with automation in mind. Consider a customer success manager has a QBR coming up, they get notified via a platform bot in your business communications platform; within the message, they can create the QBR deck automatically with a simple click of a button (the bot populates a templated deck based on the information it finds in the relevant apps).



Take a look:



# Organise delivery of exceptional experiences

Buyers are heavily influenced by trust-rich sources, 84% of customers begin their journey through a referral according to a LinkedIn study and word-of-mouth referrals have a trust rating of 92%.

To deliver exceptional experience is to keep the target engaged, based on relevance, personalisation, and content development. This in essence is customer journey orchestration. Critical in preparing journey orchestration is the following:



**Leadership:** Customer journey orchestration is disruptive and requires heavy process augmentation. Having leadership to steer this change key



**Experience capabilities:** Designing and managing the journey is an interwoven process coming from Marketing & Customer Success



**Data and engineering capabilities:** The data and analytical requirements to power journey orchestration is critical to delivering the agile component within customer journey orchestration



**Customer service and support functions:** CS functions spend most time with customers and are able to support the prediction of sentiment shift from satisfied to unsatisfied customers

Beyond word of mouth, advocacy ranks with a trust rating of 76% and using advocate-generated content will double engagement. Forrester conducted a study of advocacy types and concluded there are four types of advocates which can be leveraged in advocacy programs: Educators, Validators, Status seekers & Collaborators.



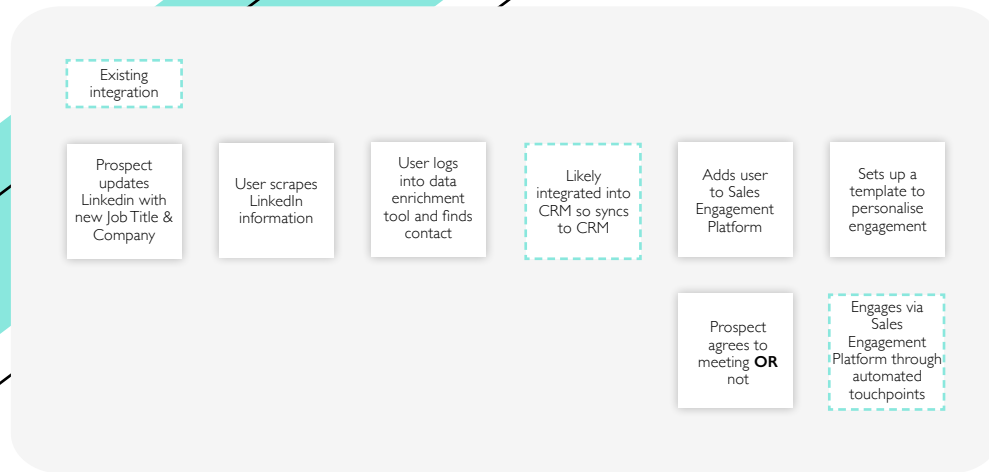
# Trigger Based Engagement Use Case

In any customer or prospect engagement, there are multiple signals that exist concurrently that should be captured, analysed, processed into activities and executed. Between 60-73% of data is actually never used, further 34% of intelligence is executed.

Trigger-based engagement solves both issues: Data activation & execution at scale. Let's look at this through the example of a CFO who leaves a strategic customer and joins a net new logo within your ideal customer profile.







The above is the likely process that exists today.

The pain points in terms of data activation are:



Identifying a job mover from your customer base



Access to multiple systems to source new contact and sync to your CRM & Sales engagement platform (some of this is possibly integrated already)

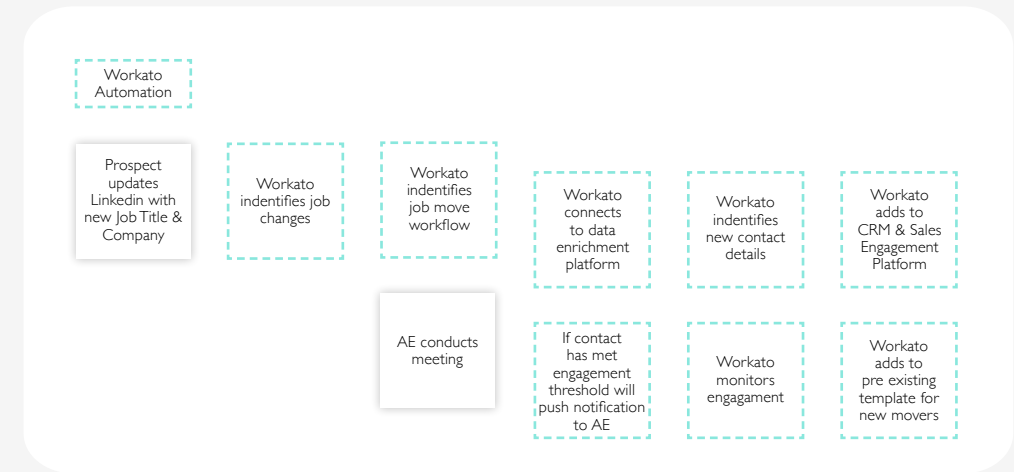
In terms of execution at scale the pain points in the above process are:



Having pre built content to service this prospect



Monitoring the engagement of each touch point to identify if the prospect is engaged but didn't reply to your email.



In the above post automated state we can explore the benefits for the user, in this case, the Account Executive:



No effort in monitoring job changes on accounts



No effort in capturing new contact details and pushing them into source systems



A personalised sequence is pushed on the AE behalf and only those prospects that showed some level of interest will be passed to the AE for follow up

# Customer Story

## Power end-to-end marketing automation

### PROBLEM

Unable to efficiently drive a campaign from end to end in marketing – from planning, execution, and analytics – while using Mulesoft.

### SOLUTION

Bridge connectivity between MarTech capabilities with 1000s of integration points to support agnostic integrations for the tech roadmap

### IMPACT

- Real-time trigger-based synchronization
- Enables targeted marketing by capturing job titles of webinar attendees and mapping to personas
- Instant access to information, rather than searching for it across disparate resources
- Eliminate manual opportunity tagging across Marketing and Sales
- Eliminated an estimated 400 hrs of manual work per month



Watch on  

"We realized that integration is not gonna help us, AWS web development services are not gonna help us, and we need something that it's scalable really fast and it can be done with citizen developers."



**Florian Mihai**  
Head of Marketing Technology Infrastructure

# 2.

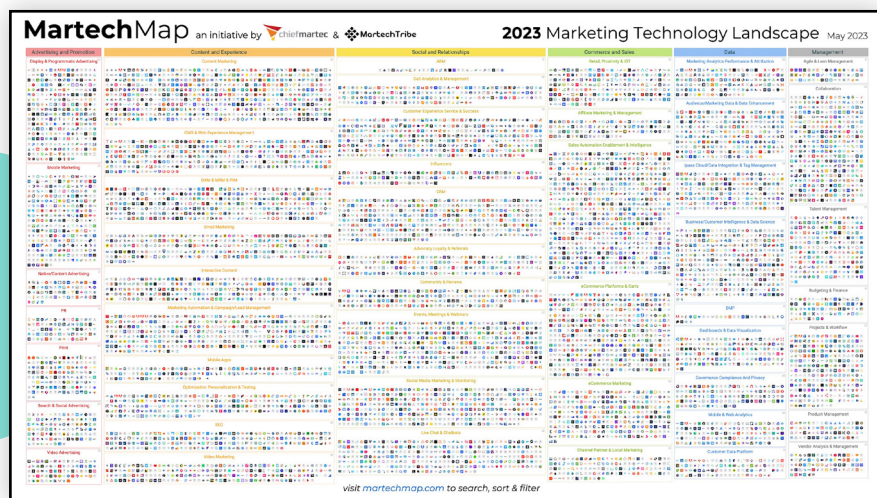
## Disconnected Systems

Today the world faces unprecedented economic, social and political pressures that, as we have explored, are changing the way customers behave and how they choose to deploy their increasingly limited resources. This makes forecasting success or indeed failure and adapting our products, processes and communications strategies to meet these changing demands harder than ever.

Disconnected systems are one of the main factors slowing the speed of reporting and the accuracy of what is created. In a disconnected, unpredictable world having the best information with which to make critical business decisions may be the difference between significant competitive advantage and business failure.

On top of this we are seeing a tidal wave of momentum towards greater data privacy with the way we capture and record contact information, track user behaviours and use this information more geographically varied than ever before.

Finally, the rise and rise of cloud technology and the impetus this has given new market entrants has made choosing and building an effective tech stack more difficult than ever. In 2010 there were just 150 pieces of marketing technology available globally and a 'CRM' was probably an Excel spreadsheet, today there are more than 10,000 options and CRM is pretty universal.



This has led to companies trying to solve their problem by buying tech, in fact, Forrester reports a 32% annual technology churn rate in mid-market companies as operational and IT teams chase increasingly difficult-to-solve problems.

Unsurprisingly, since COVID technology has been changing how businesses communicate with their customers, and today, based on research done by Productiv, many upper mid-market and enterprise organisations use 52 apps in sales alone. The massive shift is caused by and large by remote work.

This and the myriad other drivers we have discussed so far causes mass data fragmentation. And as we stand today the overwhelming majority of businesses do not have the systems and processes in place to deliver a unified and end-to-end data solution.

We are in the midst of a massive data crisis and this is where the role of revenue operations and the automation and data centralisation initiatives that RevOps teams drive is now crucial.





## Connecting systems, experiences and customers

*Developing integrated cross-channel experiences, which reflect continuously changing buying behaviours and capture momentary markets involves instant, on-demand requirements for digital task augmentation, automation and execution.*

To scale this agility, the democratisation of digital delivery is a critical success factor. This means:

- Developing your RevOps function
- Seeing Automation as a strategy
- Deploying the iPaaS toolbox
- Building the architecture to centralise and effectively utilise your data



## Development of RevOps Functions

*In a post-digital era, an adjustment has occurred, from the big data landscape to big ops environment. For GTM teams this is creating Revenue Operations (RevOps). This team is accountable for the alignment of the customer journey pre and post-sales and manages the non-product experiences across the entire lifecycle.*

### RevOps Model

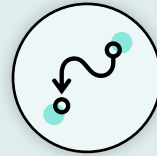
- **Commercial coalition:** Mitigate cross-functional misalignment (KPI, Routes to market)
- **E2E revenue process support:** Identify various funnel types, manage revenue milestones, handoff
- **Revenue tech stack:** Rationalise technology, manage capability requirements, use case maturity
- **Communal data:** Data strategy and quality assurance, accessibility and dissemination of insights
- **Interconnecting workflows:** Integration of technology, cross-functional workflow automation, insight availability and action at scale

# The benefits of RevOps:



## Aligned Revenue Processes

Revenue operations ensures seamless alignment of sales, marketing, and customer success functions, optimising the entire revenue cycle.



## Enhanced Customer Journey

Rev Ops focuses on delivering exceptional customer experiences by aligning customer touchpoints and interactions.



## Increased Revenue Performance

Revenue operations maximises revenue potential, improve sales effectiveness, and drive overall revenue growth.



## Operational Efficiency

Rev Ops streamlines processes, eliminates inefficiencies, and optimises resource allocation for improved operational efficiency.



## Data-Driven Decision-Making

Rev Ops leverages data analytics to provide insights that drive informed decision-making and revenue optimisation.



## Improved Cross-Functional Collaboration

Revenue operations fosters collaboration and alignment among sales, marketing, and customer success teams for cohesive revenue strategies.



## Scalability and Flexibility

Rev Ops ensures revenue processes are scalable and adaptable, enabling businesses to accommodate growth and changing market dynamics.



## Enhanced Forecasting and Planning

Revenue operations provide accurate forecasting and revenue projections, enabling proactive planning and goal-setting.



## Performance Measurement and KPI Tracking

Rev Ops establishes key performance indicators (KPIs) and tracking mechanisms to monitor and improve revenue performance.



## Competitive Advantage

By implementing revenue operations practices, businesses gain a competitive edge through optimised revenue processes, customer-centric strategies, and revenue growth.

# Automation as a Strategy

## Automation is a pillar of revenue operational

- **80%** of CEO's will increase spending on automation, **65%** will increase the pace of automation adoption, and **72%** will decrease the timeline for implementing initiatives.
- Designing an integration and automation strategy is at the forefront of most forward-thinking companies' approach to business transformation.

Gartner estimates that 56% of organisations have 4 or more hyper-automation initiatives underway. The critical path toward achieving desired outcomes of automation requires evolving from shadow IT to multidisciplinary fusion teams which co-operates, co-owns and co-creates.

In an interconnected environment, the volume of iterations in workflows and consolidation of operations is highly disruptive and can derail RevOps initiatives. This is why when building an automation strategy it is important to not make this an IT-led initiative, but a revenue operations-led one. To enable this IPaaS can be a significant success factor in both speed and integration of the delivery project as it enables subject matter and operations experts to deliver solutions in an agile manner as we will discuss later.



# Designing your integration and automation strategy

## 1. Business goals:



Understanding your goals ultimately allows you to address the rest of the areas required in defining your strategy. For example, if you're merely looking for efficiency improvements, you may look to outsource your efforts (using a solution integrator; for instance) or simply rely on your I&A strategy team for delivery. However, if you're primarily looking to innovate your processes, you'll want to keep the integration and automation implementations in-house and perhaps aim for a distributed delivery model.

## 2. Scenarios and use cases:



This involves identifying the specific use cases you want to address, whether that's application integration, process automation, mobile apps integration, APIs, B2B integration, etc.

## 3. Nonfunctional requirements:



You'll need to define your automation requirements from a variety of perspectives, including scalability, availability, reliability, SLA, security, and compliance.

## 4. Delivery model, governance and skills:



Based on the goal(s) you've set, the answer to this question is likely to be clear: the more you look for efficiency, the more you focus on centralised delivery. The more you aspire to achieve agility and fast innovation cycles, the more you target decentralised delivery.

## 5. Architecture and technology platform(s):



You need to procure technologies that support your functional and nonfunctional requirements and that enable the chosen delivery model—all while minimising overlaps and underlaps. For example, if you want to enable business technologists, you must select platforms that support the notion of citizen integrator/citizen automator.

Going through this cycle isn't a one-time effort. It requires consistent revisiting (perhaps yearly or bi-yearly) so that your strategy can accommodate changes in business goals, scenarios, requirements, technology, and market realities.

# iPaaS is the toolkit

IPaaS offers a game-changing solution that not only accelerates your business processes but also puts the power in the hands of your subject matter experts, without the need for extensive IT involvement.

Traditionally, implementing and managing integrations required significant IT resources, coding expertise, and lengthy development cycles. However, IPaaS revolutionises this approach by providing a low-code or even no-code environment that empowers your subject matter experts to take the reins. This means that your teams can rapidly create, customise, and deploy integrations to adapt to fast-changing environments and seize new opportunities with unprecedented speed.

By leveraging IPaaS, you unlock a range of benefits that fuel your business growth and success.

**Here are just a few reasons why IPaaS is a game-changer:**



## **Agility:**

In dynamic environments, the ability to respond quickly to market demands is crucial. With IPaaS, subject matter experts can design and execute integrations themselves, eliminating bottlenecks and enabling faster time-to-market for new products, services, and processes.



## **Empowering Subject Matter Experts:**

IPaaS empowers your subject matter experts, who possess deep knowledge of your business processes, to directly build and manage integrations. This eliminates the dependency on IT teams and enables rapid innovation and problem-solving from within your organisation.



## **Cost and Resource Efficiency:**

With IPaaS, you can significantly reduce the time, cost, and effort associated with traditional integration methods. The low-code or no-code environment enables your teams to focus on value-added activities instead of wrestling with complex coding, reducing IT backlog and freeing up resources for strategic initiatives.



## **Scalability and Flexibility:**

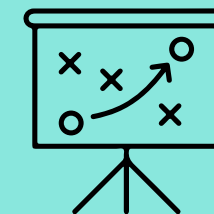
IPaaS provides a scalable infrastructure that can adapt to your evolving business needs. As your organisation grows or undergoes transformations, IPaaS allows you to easily scale your integrations and accommodate new applications, systems, or data sources.



## **Seamless Connectivity:**

IPaaS acts as a centralised hub that connects disparate systems, applications, and data sources, enabling seamless data flow and eliminating silos. This enhances collaboration, improves data accuracy, and empowers your teams with comprehensive insights for informed decision-making.

# Revolutionising Data Utilisation and Centralisation for Your Business



## Data Warehousing

In the pursuit of becoming more data-driven and delivering personalised experiences to customers, Marketing organisations have embarked on transformative journeys. Despite investing in various technologies, many organisations struggle with unifying customer data across systems. To fully unlock the potential of multi-touch attribution, personalisation initiatives, and AI-driven customer experiences, it's crucial to develop a holistic data strategy instead of tackling isolated issues.

Let's explore some best practices for data warehousing.



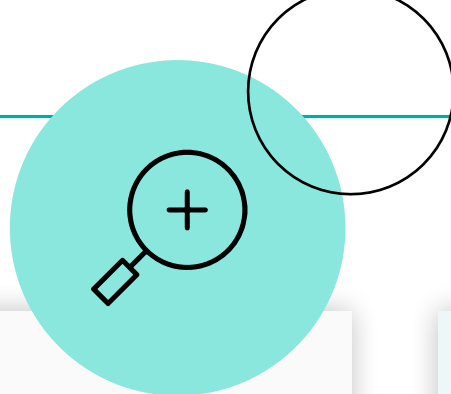
### BEST PRACTICE 1:

#### Craft a Comprehensive Data Strategy

Data only becomes valuable once it's refined. Just as unrefined oil can't power an engine, unrefined data can't drive your Go-to-Market efforts. By setting clear objectives upfront, you can establish a robust data strategy and determine the necessary data for measuring the success of your data-driven initiatives. Since manual processes like data extraction, manipulation, and interpretation consume a significant portion of practitioners' time, identifying the required capabilities for managing data-driven practices is essential.

Marketers have access to numerous third-party data providers to enrich their datasets and drive decision-making. It's crucial to validate that each vendor supports key capabilities aligned with your data strategy: storage, security, accessibility, and a clear use case roadmap. As the velocity and complexity of data handling increase, integrating and automating data operations becomes critical for orchestrating a cohesive data strategy.





### BEST PRACTICE 2:

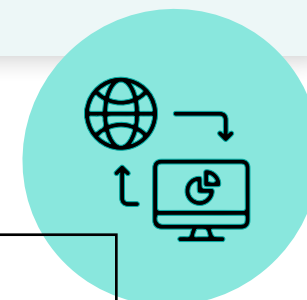
#### Identify Relevant Data Sources

With a vast ocean of customer and prospect data available, it's important to focus on the data that truly advance your objectives. Throughout the customer journey, data silos exist, encompassing web and mobile analytics, social data, third-party firmographic, intent, and technographic data, as well as your own customer product usage and billing data. To avoid relying on intensive engineering resources for maintaining these datasets, consider leveraging an integration and automation platform with native connectors. This platform can support extracting, transforming, and loading data into consolidated data warehouses, while automation enables the creation of custom views into the complete customer data story.

### BEST PRACTICE 4:

#### Enable Data Accessibility Across Functions

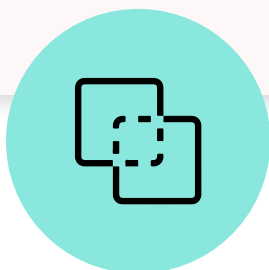
A centralised dataset can connect your marketing data use cases with other functions beyond technical teams, enhancing the overall customer experience. Consider the execution of sales notifications, customer onboarding programs, billing workflows, or supply chain integration. When integrating your data platform with other customer-servicing functions, it's vital to develop governance and control frameworks that ensure computational efficiency, data privacy, compliance, and security.



### BEST PRACTICE 3:

#### Unify Data for a Single Source of Truth

Once data is loaded and stored in a unified platform, ongoing advancement and application of the data must be considered. Whether dealing with structured or unstructured data, the platform must handle concurrent workloads from both customers and employees effectively.



By following these best practices, your business can transform data utilisation, centralise operations, and thrive in an era where customer experience is the ultimate differentiator.

## 3.

# Disconnected Employees

Remember life pre-pandemic? We were in the office five days a week, regularly chatting with co-workers and likely complaining about having to commute into the office. Those days feel like a lifetime ago, with 81% of businesses believing that the global pandemic has fundamentally changed the way we live and work.

If you've tried leading an annual kickoff on a Zoom call, you know connecting and collaborating across teams has fundamentally changed. With many organisations shifting to either a hybrid or entirely remote workforce, it's no longer always possible to swing by someone's desk for a quick conversation.

In our post-pandemic world, 81% of businesses believe it's imperative that we find new ways to connect with one another.<sup>2</sup>

## According to HubSpot's 2022 Hybrid Work Report:

**40%** of remote workers miss spontaneous, in-person connections with their colleagues.

**49%** of in-office workers found staying motivated and connected with their team to be the biggest challenge.

**31%** of flex workers cited relationship-building as a difficulty for them.

The stats don't stop there, either. Only 31% of marketers and 23% of sales professionals report strong sales and marketing alignment at their organisations, with a lack of effective communication, visibility across teams, and complete data on customers all factoring into this sentiment. While 55% of marketers and 45% of sales professionals say alignment became more important in 2022, neither go-to-market team says they're working in lockstep.

Think the tides will turn when more employees are called back to the office? This may not happen — particularly if employees have anything to say about it. HubSpot research reveals that 36% of employees would rather visit the dentist once a month than work in the office five days a week.

Employers don't have it easy either, with employees simultaneously vocalising their need for connection and expressing their desire for remote/flexible work environments. If your people are a big part of your value proposition, it's just about impossible to overstate the importance of building bridges between siloed teams and facilitating communication across geographic lines.

# Connecting with customers has never been harder

Disconnected systems and people are clearly two impediments to rocketship growth, but how is our “new normal” affecting the way we connect with customers?

Research consistently shows that customer experience is critical to an organisation's short and long-term success. **57%** of businesses measure customer satisfaction as a way to track performance, making it the most commonly used performance metric.

So how's it going out there on the sales floor? **31%** of sales professionals say building trust and rapport with prospects became more crucial in 2022 vs. 2021, but it's getting harder — and more expensive. Recent sales engagement data backs this up:

**46%** of salespeople say remote selling is less effective than in-person sales (and **68%** of companies are doing at least some remote selling in 2022).

**49%** of businesses say that Customer Acquisition Cost (CAC) has increased in the past year.

With approximately one in four companies citing a lack of depth in relationships with customers as one of their top challenges this year, it's clear that the strategies we've all relied on in the past won't carry us into the future. This isn't to say that all old methods are now obsolete — it simply means that modern-day challenges require modern-day solutions. To win in this new world, we need new go-to-market strategies, new ways to think about our technology choices, and ultimately some new playbooks that don't exist today.



# Levers for Change

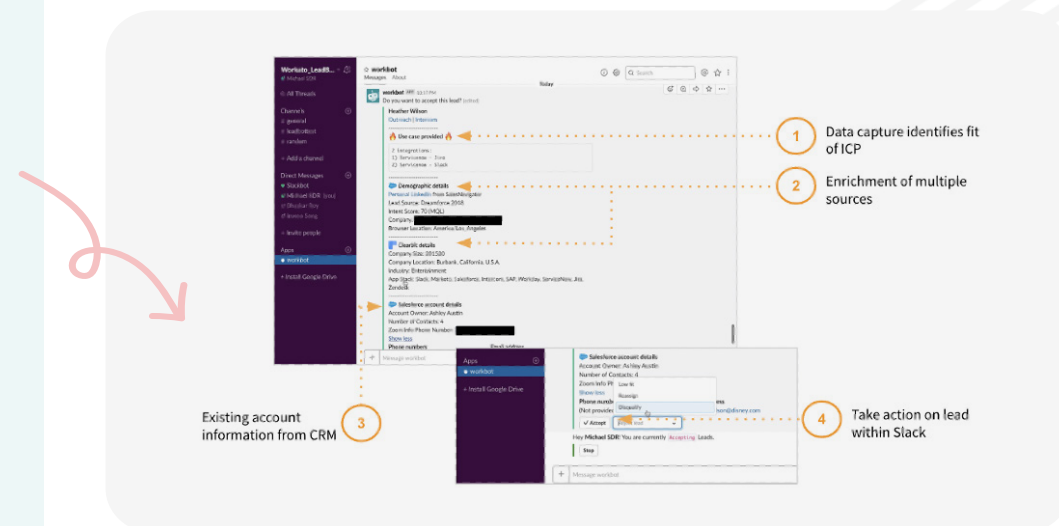
## Surfacing critical data in the collaboration environment

In customer-facing roles, an average of 35% of the time is spent on non-customer-focused activities. This is primarily due to the administrative burden of updating data across a growing number of apps resulting from the rapid expansion of Go-to-Market technology. However, the introduction of customisable bots eliminates the need for app-hopping and brings together the capabilities of various services into one cohesive interface.

These apps and bots offer a wide range of functionalities, from click navigational bots and personal assistants to enterprise platform bots that coordinate, execute, and deliver information to individual contributors on demand.

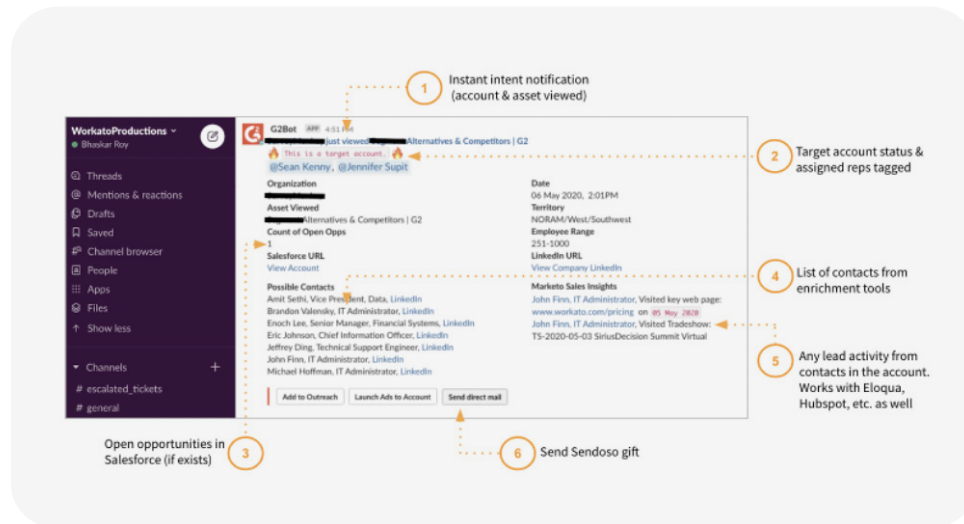


## Notification workbot - new lead



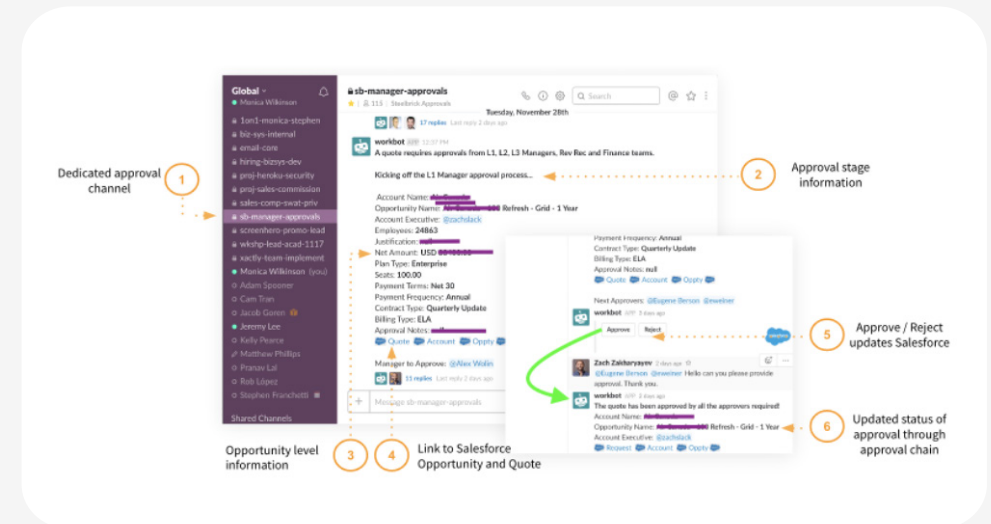
This Slackbot keeps your XDR (eXtended Development Representative) notified about newly captured leads in your Marketing Automation Platform. By consolidating multiple sources of relevant information into a single interface, this bot provides details such as lead scoring, account information, and personas. Users can take action within the bot itself, accepting, rejecting, or disqualifying leads all from one platform.

## Information Bot - intent notification



Utilising a bot for time-sensitive insights, like intent data, ensures immediate action based on intelligence. The G2Bot provides account-level details and identifies the content that customers are engaging with. To obtain a comprehensive understanding of the situation, this bot pulls in multiple sources of information, including account ownership, known contacts, and historical account activity.

## Authorisation bot - quote approval



To expedite repetitive administrative tasks, bots are employed. The authorisation bot streamlines the process of quote approval by routing multi-level approvals between Sales, Finance, and Legal departments. This bot efficiently manages each stage and notifies relevant stakeholders along the way. It also updates the underlying CRM and CPQ systems in parallel. Additionally, any approval delays are captured and parties involved are promptly notified to eliminate bottlenecks.

By leveraging customisable bots, your organisation can optimise customer-facing roles, minimise administrative overhead, and enhance overall productivity. These bots consolidate and simplify workflows, enabling seamless integration across multiple systems, and ultimately improving the efficiency of your operations.

# How Workato & RevOpsLab can help

The collaboration between Rev Ops Lab and Workato presents an unparalleled opportunity for businesses to revolutionise their operations and drive transformative growth. At RevOpsLab, their deep expertise in revenue operations, spanning sales, marketing, and customer success, ensures that all aspects of the revenue cycle are aligned seamlessly. By combining this comprehensive approach with Workato's industry-leading enterprise automation platform, businesses can supercharge their operational speed, scale, and accuracy.

Workato's low-code/no-code platform empowers organisations to automate common business processes from end to end. This integration-focused foundation enables automation at scale across data, applications, and teams. By leveraging Workato's powerful automation capabilities, businesses can streamline and optimise their go-to-market (GTM) processes, from lead capture to successful expansions, and everything in between. With RevOpsLab's expertise in revenue operations and Workato's automation prowess, businesses gain a competitive edge by achieving exceptional customer experiences, achieving revenue targets, and driving operational efficiency.

Together, RevOpsLab and Workato provide a comprehensive solution that addresses the multifaceted challenges faced by businesses. By harmoniously aligning revenue operations through RevOpsLab's expertise and leveraging Workato's automation capabilities, organisations can unlock new levels of agility, scalability, and accuracy in their operations. Whether it's streamlining sales processes, optimising marketing campaigns, or enhancing customer success initiatives, the synergy between these two companies empowers businesses to transform their operations and propel growth in today's fast-paced business landscape.

[Schedule an Automation Assessment](#)



RevOpsLab 

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 **workato**

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[www.revops-lab.com](http://www.revops-lab.com)

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