How Esper sales leaders use Falkon amid hyper growth

The short story

Esper is the industry's first DevOps SaaS platform for Android device deployment and application. The company, founded in 2018, experienced hyper growth in 2021.

Before finding Falkon, Esper sales leaders didn't have a self-service way to find actionable insights. The available data platforms felt too templated and removed from their business. They used Excel and Salesforce dashboards that required a lot of manual analysis.

Now, the team relies on Falkon to quickly consume and share data—and act on it.

Their most impactful outcomes include:

- **Answering business questions** simply, without manual analysis
- **Coaching to a playbook** based on successful customer journeys and what it took to close them
- **Focusing their work** with an automated report of accounts to check on
- **Knowing immediately** when a deal falls outside of ideal parameters

Next, they plan to expand Falkon to their CSM team, adding post-close data to their flow.

Ready to discover Falkon? demo@falkon.ai
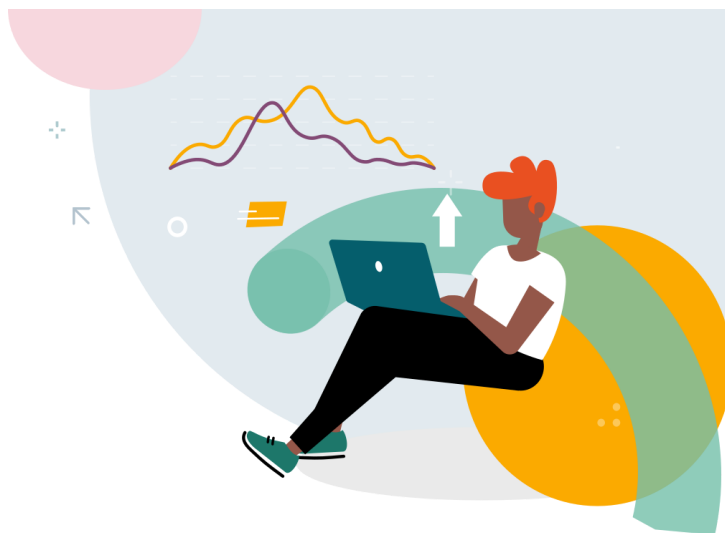
"We saw improved velocity because **I was able to point back to customer journey data** and help reps understand that it was possible."

Chris Blum
Enterprise Sales Manager, Esper

Company: Esper

Industry: DevOps SaaS

Size: 51-200 employees

Falkon solution: RevOps reports, alerts, funnels, and customer journeys

Other tools they use:
- Salesforce
- HubSpot

Good data, good insights

While implementing Falkon, the Esper team set up their data to yield actionable insights.

"Falkon addresses the data governance efforts that go into an early stage business," says Jeffery Breisch, Director of RevOps. "We're creating good definitions and making sure they don't move."

Meaningful data flows into Falkon from sources across multiple systems and Esper uses it to boost their daily work in three key ways.

1: Coaching to a success-based playbook

"We saw improved velocity in Q4," says Enterprise Sales Manager Chris Blum. "Reps did not think they could close on the timeframe I was suggesting, but I was able to show the previous track record and help them understand that it was possible. It's been a great up-skilling mechanism for the team."

Falkon surfaces the actions that already work for a team, unlocking leaders to see exactly what drove the team's best deals. The platform creates a cohesive customer journey timeline from multiple data sources, and the timelines for successful journeys become playbooks.

2: Advancing deals that need attention

"I have a set of parameters and when an opportunity falls outside of these parameters, I get bells and whistles saying, 'Chris, figure out what's going on here!'" Chris says.

He receives a weekly report in his inbox and alerts when more urgent situations arise.

"It's very high ROI," he says. "I spend two hours per week and they don't involve me trying to crunch through Excel and dig through data. I just go through the report, then work with my reps to take specific actions to move things along."

3: Telling data-backed stories on the fly

"Falkon gives us the contributors to growth," says Global Sales Development Manager Daniil Krets. "Say we booked 20 meetings in November and 35 in December. I'm able to click into each data point to find key drivers. Have sales people ramped up? Is marketing contributing? What is really happening?"

Prior to using Falkon, Daniil often found himself presenting to company leadership without access to this level of detail. When they asked what sparked a change, he had to wait up to a week for manual analysis to get the answer. The ability to find key drivers as fast as he can click a mouse helps him tell data-rich stories confidently and immediately.

FALKON

falkon.ai | demo@falkon.ai