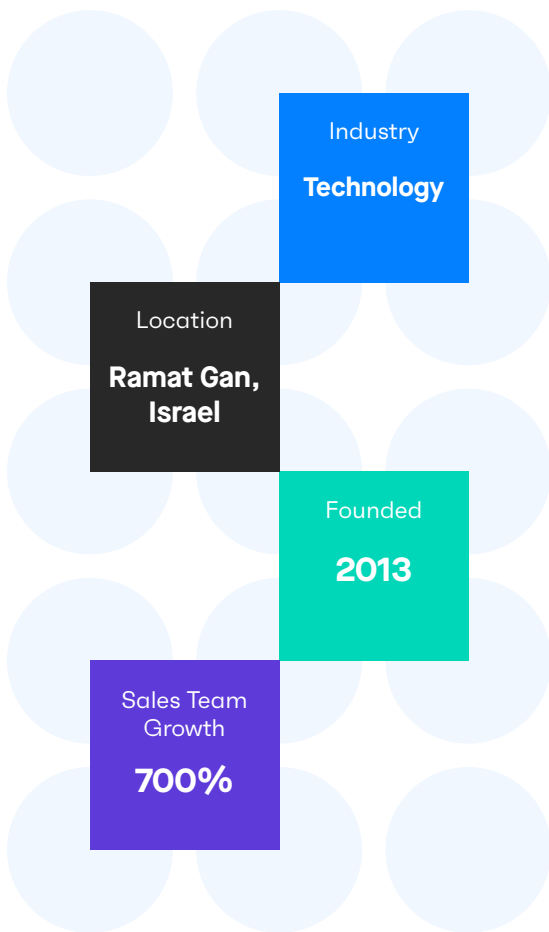


Oktopost Instills Continuous Learning and Radical Transparency with Wingman

Oktopost is a B2B social engagement suite. It provides employee advocacy, social media management, corporate and employee branding, social selling, social listening, and social analytics solutions to over 3,000 global businesses.

—Without Wingman, it's impossible to do our jobs—keeping up with every single development in sales and customer success, giving shout-outs or positive affirmations (or both) to the team members who need it, and offering coaching tips and tricks to mentor our reps.

Colin Day
Managing Director – EMEA

CHALLENGES	GOALS
The Oktopost team was growing at an exponential rate and needed a partner that enabled them to capitalize on customer conversations to teach existing and new employees.	Drive continuous learning and make new-hire onboarding a seamless and easy process.
As the sales team grew, leaders had a difficult time staying up to speed on the status of accounts owned by their team.	Give leadership visibility into customer conversations and the ability to easily review snippets and transcripts.
Previous partners did not provide the necessary level of support and responsiveness needed to support their growing business.	Identify a partner with exceptional functionality and best-in-class customer support.

How Oktopost uses Wingman to onboard and scale its team and give full visibility to leadership

Teach and onboard at scale

Oktopost AEs and CSMs are driven to consistently learn from every conversation in which they take part. Each customer and leadership team call is a learning opportunity. With Wingman, Oktopost is able to automatically record these valuable calls and easily share tips, tricks and “a-ha” moments with the rest of the team.

The team aggregates these moments in Games Tapes to make them accessible to existing employees to learn from and new hires to get them up to speed on product positioning and discovery call best practices.

Provide visibility to leadership

One of Oktopost’s fundamental tenets as an organization is to be radically transparent. With call recordings and transcripts from Wingman, the team is able to equip the senior leadership team with unbiased logs of all customer-facing conversations to give them insights on everything from product features to sales pitches.

The leadership team is able to more efficiently fulfill its responsibilities across a rapidly growing team by listening to snippets of calls and transcripts to get account updates without losing any context.

Establish trusted partnership and value

Prior to Wingman, Oktopost partnered with Gong for conversation intelligence. As the company scaled, its focus shifted to enterprise clients and they needed a partner that could manage this shift and fulfill its needs.

Oktopost partnered with Wingman to get trusted call intelligence capabilities, always-on sales coaching features, an easy, clean user interface, and a simple onboarding process, all at a great value.

In addition, the Wingman team provided exceptional support, making the relationship a true partnership.



Wingman is up to 5x cheaper than Gong



You can just unbox Wingman and push start



With Wingman, sales coaching is always on



Wingman’s clean user interface brings the insights to eye level