boomtime x.ai case study

CEO Bill Bice runs **boomtime**, an outsourced marketing firm, 35 humans strong. boomtime helps small and mid-sized businesses optimize their B2B sales teams by giving them the marketing foundation they need to be successful at scale. To do this, boomtime leverages technology, including AI. Bill has implemented x.ai for his whole team, saving hours across the organization and increasing the efficiency of boomtime's sales efforts.

"Amy is so good at follow up. The very conscientious way that she follows up takes a load off the salesperson in tracking down prospects. And I've been more successful in setting appointments than having my real life assistant schedule them or by doing these meetings myself. Amy yields a much higher success rate." – **Bill Bice**, CEO of boomtime

Impact of Deploying x.ai

1800 hours
given back to Sales team to sell

**Highly efficient funnel that requires 0 SDRs
More than 340 hours (about 2 months) of time regained per year by the CEO to run the company**

Challenge I

Because all of **boomtime**'s employees, from their designers to their salespeople to their developers, schedule their own meetings, the company was enduring a lot of pain and wasting hours each week per employee.

Salespeople felt this pain particularly acutely, since they schedule a high volume of varied meetings, including demos with prospects, larger meetings with stakeholders in potential customer companies as well as internal meetings with team members. **boomtime** wanted to automate this repetitive task, which isn't core to selling. At the same time, the company wanted to remain professional in all of its interactions with prospects and clients.

By the numbers

• Each sales person **loses 4.8 hours** every week scheduling their own meetings, which amounts to nearly **6-weeks per year wasted** on this task.

• The back and forth emailing mechanics of meeting scheduling **reduced** the **hours available** to sell by **more than 10%.**

• Keeping track of the scheduling status of a given meeting adds to every salesperson's cognitive load.

"We're always looking for innovative ways to add scale to the marketing efforts of our clients. Amy has been a great addition, adding automation in an area that previously could only be addressed with humans." – **Bill Bice**

Challenge II

Like his sales team, CEO Bill Bice spends most of his time meeting with clients or prospects.

8×

Average emails exchanged to schedule 1 meeting.

5×

Average minutes it takes to compose a professional email.

10×

Wasted hours for workers who schedule 15+ meetings a week.

By the numbers

• Scheduling an average of **12 meetings** most weeks means that Bill, or his human assistant, wastes more than **7 hours weekly** on this task.

• As a result, the company **loses** more than **370 hours** (or about 2 full months) of every year, just to get meetings on the calendar.
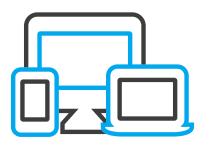
How x.ai solves this problem

x.ai's software fully automates meeting scheduling. To schedule meetings using x.ai's software, users simply cc in our AI Assistant Amy or Andrew Ingram when they email clients or colleagues, as if they were human assistants. They'll take over the scheduling negotiation with your guest(s).

If the original times offered don't work for your guest(s), Amy and Andrew will provide a new set of times. Or guests can simply click a link that shows a set of additional open slots on your calendar, aligned to your preferences and the constraints of the meeting.

Amy and Andrew automatically insert conference lines, in person locations, and dynamic links to video chats based on your preferences, saving even more time by taking over these ancillary tasks.

Amy follows up if guests are unresponsive or if there's missing meeting data.

How boomtime has implemented x.ai for maximum impact

Getting closer to clients and saving time. Bill transitioned meeting scheduling from his assistant to x.ai; this saved his assistant 5-10 hours each week that she could devote to higher order tasks.

To preserve his connection to prospects and clients, Bill does initial outreach and handover to Amy himself.

x.ai streamlined **boomtime**'s entire selling process. The company uses LinkedIn to identify the right buyers and then sends them a Connection request that includes a piece of content with relevant insights into their key challenges.

If a prospect indicates interest, **boomtime** asks for their email so that Amy can reach out to them.

Amy then sets up a meeting between the lead and one of **boomtime**'s sales professionals. A demonstrated willingness to schedule a meeting with Amy is a strong filter, which means **boomtime**'s salespeople only speak with highly qualified leads.

ROI

Amy has been more successful in setting appointments than either Bill's real life assistant or himself. By conscientiously and persistently following up, Amy ensures meetings with prospective clients get scheduled.

Having Amy and Andrew schedule calls with leads has made SDRs unnecessary, a huge savings since the typical SDR earns between $60-$90K.

Since follow up with prospects is automated, using x.ai's software relieves **boomtime**'s sales team of between 20-30% of their mental workload.

"We have a really good lead generation process and Amy is the final piece. Instead of SDR filtering leads, Amy does it. If a lead is interested, and they schedule an appointment by interacting with Amy, that's a great mechanism for understanding whether that's a good lead." **– Bill Bice**

Just as Bice sees technology as a means to scale the marketing function, he has seen how x.ai has helped him drive growth and free up his entire team, regardless of role, from meeting scheduling. Setting up meetings is a necessary, if onerous, activity in any business growing as fast as **boomtime**. x.ai's is a robust and cost effective solution to meeting scheduling—and a time multiplier for Bill and his team.

Solve the hassle of meeting scheduling.

x.ai

Want to get in touch?
Request a Demo
See firsthand how x.ai can make *your* business **boom**.
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