



# How Enablement Technology Optimizes Operational Efficiency



# Table of contents

What does operational efficiency really mean?	3
Optimizing efficiency when strategizing and planning	5
Optimizing efficiency for sales content management	8
Optimizing efficiency for learning and coaching	13
Efficiency requires the right technology	16
About Seismic	17



# What does operational efficiency really mean?

Coming out of the Great Recession, McKinsey found that 79% of all companies cut costs. However, only 53% of executives believed doing so helped them weather the downturn.\*

Why?

Because many organizations believe cost-cutting equates to operational efficiency. They hope to do more—or at least the same—with less. But all too often, reducing costs can easily reduce the quality of their product or service. That's because efficiency isn't simply about decreasing spend; it's about ensuring what you spend has a return on investment (ROI).

But what does that return look like, not just in terms of revenue, but in terms of how various aspects of your organization function to contribute to that revenue?

For instance, the more efficiently you **strategize and plan** campaigns, the more aligned your go-to-market (GTM) teams will be, the sooner you can launch new products, and the more consistent and resonant your marketing narrative will be. Additionally, the more efficiently you **manage sales content**, the more you can learn about how it's being used and how it can be improved. And lastly, the more efficiently you run **learning and coaching** programs, the quicker new hires will become productive, and the more time your reps will have to focus on high-value activities—a recipe for greater employee retention.

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\* <https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/a-better-way-to-cut-costs>



Having the right technology to support all the teams involved in these functions is crucial to achieving operational efficiency. But with so many options on the market, many businesses invest in too many short-term software packages for so long that those solutions—which often can't speak to each other—become deeply entrenched. The consequence is that too much time and effort is spent trying to force them to work together in roundabout ways, undermining any expected efficiencies those tools were adopted for in the first place.

When investing in technology, you need to think long-term; you need something that can work with your existing workflows and established software, consolidating your tech stack and promoting greater adoption of the many useful but underused tools you have so you can maximize your ROI in them.

And just as importantly—if not more so—you need an integrated platform that streamlines processes, eliminates manual tasks, and centralizes your GTM efforts.

As the global leader in modern enablement technology, Seismic not only offers numerous integrations with the tools you already use, but it also provides features that optimize your strategizing and planning, sales content management, and learning and coaching resources for demonstrably higher levels of efficiency and an ROI your business can bank on in uncertain times—or anytime.



# Optimizing efficiency when strategizing and planning

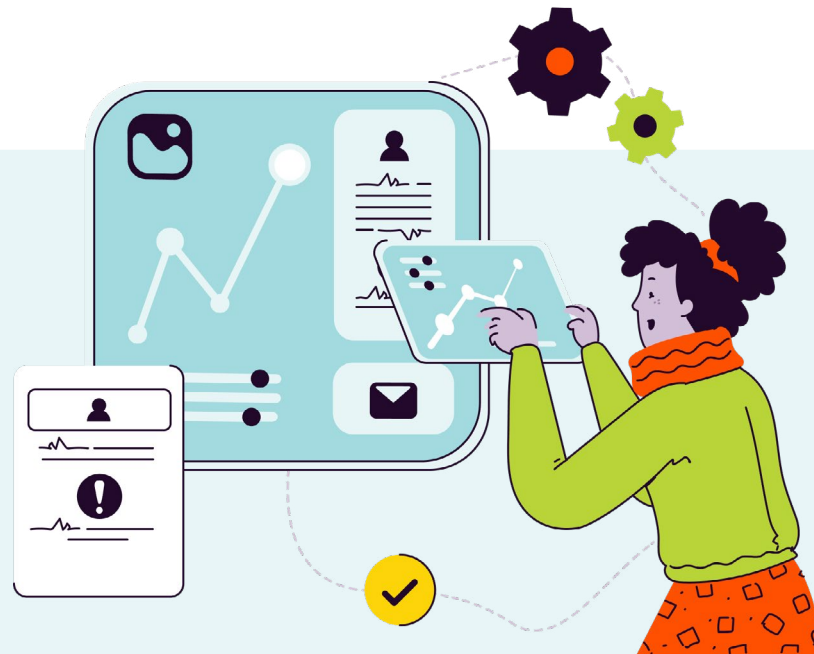
Successful strategizing and planning require mastery over a lot of moving parts, both in terms of software management and people management. This is where inefficiency is your greatest enemy.

For many GTM teams, the state of play involves many disjointed tools to toggle between. Need to conduct a content audit? You'll need to search through more than one repository and risk missing something. Want to know how those assets have performed? Different repositories come with different data—if any. Don't trust the data? You may have to reach

out via email, Slack, or phone to several stakeholders to get their perspectives. Finally ready to update what you've found? You'll need to use those same channels to assign and stay on top of everyone doing and reviewing the work. Updated content been in circulation for several weeks? Be ready to chase down those same people to try and learn how well it's gone over with the salesforce. Inundated with requests for new content throughout this entire process? It's not fun trying to juggle those, and even less so when you have to say no.

## HOW SEISMIC HELPS

- Centralized content library
- Readily available content engagement stats
- Intuitive, pre-built project templates
- Streamlined task assignments and notifications
- Efficiency and attributed-revenue metrics
- Out-of-the-box reports





## Find the content you need when you need it

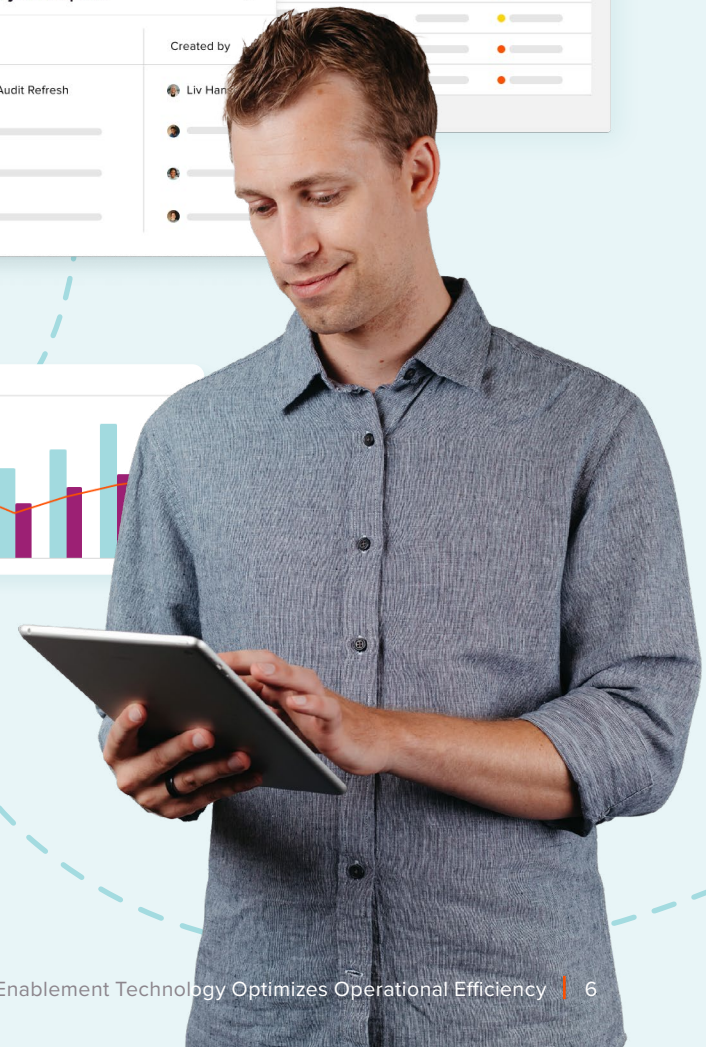
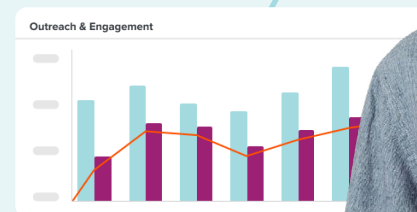
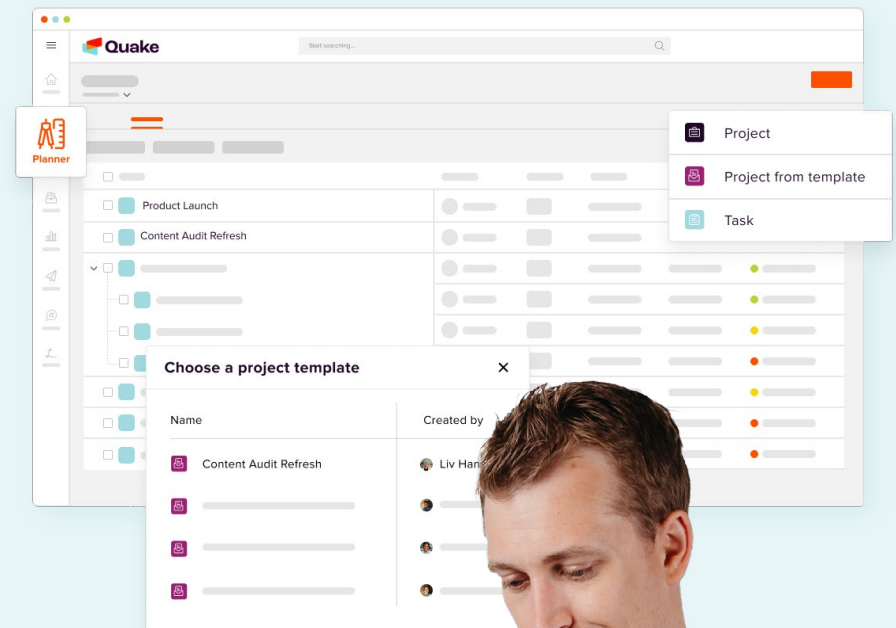
With an AI-driven, situationally aware search function, Seismic's centralized library makes it easy to locate all the content relevant to the topic you're looking for in real time, and all in one place. What's more, both seller and buyer engagement statistics going back three months are just a click away, making it quick and easy to assess which content assets should be updated or retired.

## Seamlessly kick off and keep track of work

The **Enablement Planner** feature offers a wealth of intuitive project templates to choose from when kicking off new work. And from directly within the content library, project managers can assign specific assets to—and communicate directly with—individual stakeholders who automatically receive email notifications about the work.

## Leverage insights to demonstrate value and manage expectations

Once the work is complete, there's no need to wait and no need for a campaign of "friendly reminders" to gather feedback on new and updated content. With the **Seismic Insights** feature, engagement activity is automatically captured and associated with each project. Armed with these insights as well as efficiency data comparing how much time various tasks were expected to take versus how long they actually took and the revenue attributed to them, it's straightforward to justify what requests should be prioritized over others. And it's never been easier to manage such requests because the Enablement Planner allows you to build intake forms, formalizing and centralizing how stakeholders can make requests—no more random Slacks and emails to keep track of.





#### QUICK TIP:

### How to audit content efficiently



Identify all content repositories and pull out which pieces actually help sellers sell.



Prioritize not only the most effective pieces but those which are most important to current business initiatives.



Assess each piece for accuracy, messaging, and branding. Then create a plan to update them.



Migrate them into Seismic to permanently streamline future content audits.



**Courtesy of Julia Washington**

Director, Solution Consulting  
Seismic

# Optimizing efficiency for sales content management

It's a bother to search more than one repository, especially when the search functions of those repositories may not be created equal, let alone the data attached to the content assets you're looking for. But this is hardly the only inefficiency that plagues businesses when it comes to marshaling the masses of content, especially sales content, they have. There's a litany of details that, when combined, make content management a more cumbersome experience than it should be: tagging content to keep related assets organized can quickly go awry; watermarking certain assets to protect IP or ensure

regulatory compliance is difficult if doable at all; content owners are often unaware of when and where the content they're responsible for is being published; it's hard to filter and see precisely the content you want to see, including those awaiting your approval as a content owner; creating personalized assets requires toggling between too many tools; and answers to simple but important questions can be elusive and inconsistent, often requiring reaching out to several individuals who may not get back to you on time.

## HOW SEISMIC HELPS

- Centralized content library with intuitive filtering and navigation
- Situationally aware search results based on CRM data
- Convenient previews of documents before opening them
- Simple tagging
- Publication transparency
- Flexible, custom views
- Intuitive approvals dashboard
- Digital watermarking
- Streamlined personalization
- Accurate, real-time answers for on-the-fly questions





## Better search for faster finds and recommendations

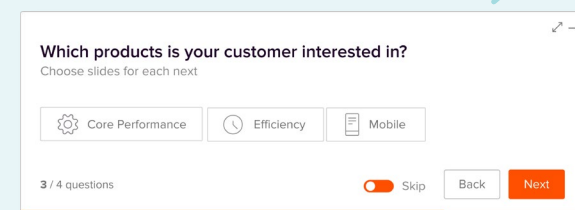
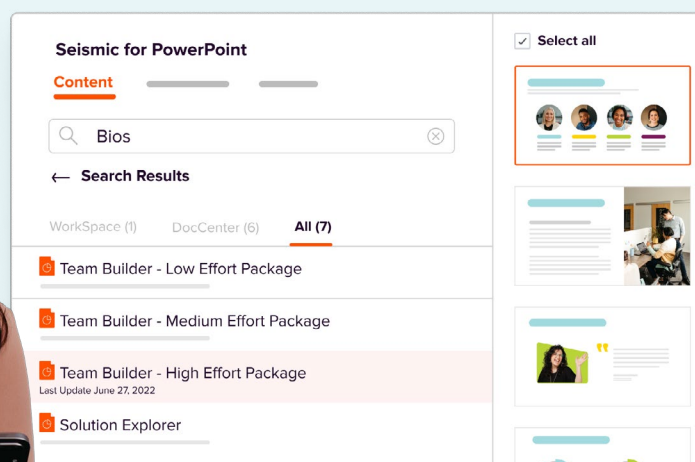
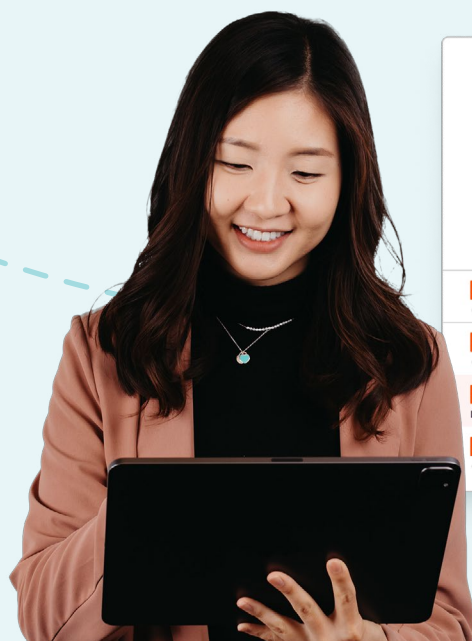
Seismic allows you to find the content you need through intuitive search, filtering, navigation, and convenient previews of each document—no need to open a file to see what's there. Furthermore, rather than relying on mere keyword search functionality, Seismic draws from other platforms it can integrate with, like your CRM, leveraging AI to transform sales-related data—such as leads, contacts, opportunities, and competitor info—into focused, real-time content recommendations.

## Review, approve, and publish with transparency

In terms of individual users managing their own content-finding experience, Seismic offers intuitive features that make it simple to control proper content asset tagging that aligns with your organization's metadata hierarchy. Publishing new or updated content is done in just a couple of clicks with a clear view of which company groups are being notified of it. Filtering the content assets you want to look at and how you want to look at them is not only simple, but it's shareable with other content owners. And to easily keep track of content that requires your approval, there's a sortable dashboard just for that.

## More easily personalize content, protect IP, and comply with regulations

Protecting intellectual property is effortless with automatic digital watermarking, which also captures how watermarked content is being used. And personalizing content for specific buyers is streamlined, requiring virtually no toggling between tools thanks to Seismic's **Guided Assembly** feature. With Guided Assembly, content creators answer pre-built questions about who their content is for so Seismic can automatically pull in relevant slides from the company's content library and other information repositories, like the CRM. You can also effortlessly insert and replace text, logos, and imagery using variables. In fact, the act of building a deck itself has never been smoother with the **Seismic for PowerPoint** plugin, which allows creators to access presentations and case studies from the company's content library directly through PowerPoint—no need to explore the library, download specific assets, and then manipulate those assets in PowerPoint. It can now all be done without ever leaving PowerPoint.





#### QUICK TIP:

### How to make sense of metadata and taxonomy

What's the difference?

**Metadata describes** a piece of content (title, file type, who made it, when they made it, etc.)

**Taxonomy classifies** it (audience, target industry, appropriate sales stage, etc.)

Combining metadata and taxonomy makes for efficient navigation and findability—but only if your taxonomy is clear, concise, and consistent, which isn't likely across different content repositories.

Seismic's centralized library, conditional logic, and content editor streamlines metadata and taxonomy tagging for efficient content categorization.



**Courtesy of Julia Washington**

Director, Solution Consulting  
Seismic

## Have a sudden question? Get an immediate answer.

Finally, there's an aspect of content management that's often forgotten: knowledge loss. That is, knowledge that's lost because it's buried in and/or scattered across various documents and repositories, or because it's never written down at all. Rather than disrupting the flow of work by reaching out to individuals who may not even have the knowledge you're looking for—or who are tired of answering the same questions over and over again—the **Seismic Knowledge** feature allows you to simply type a question into Slack or Google Chrome for an immediate, crowd-validated bot response. In fact, Seismic Knowledge always asks for quick validation of any answer so it can become even more accurate over time.



**Jacky Williams** 3:32 PM  
What are the best ways to put a customer on hold?

1 reply

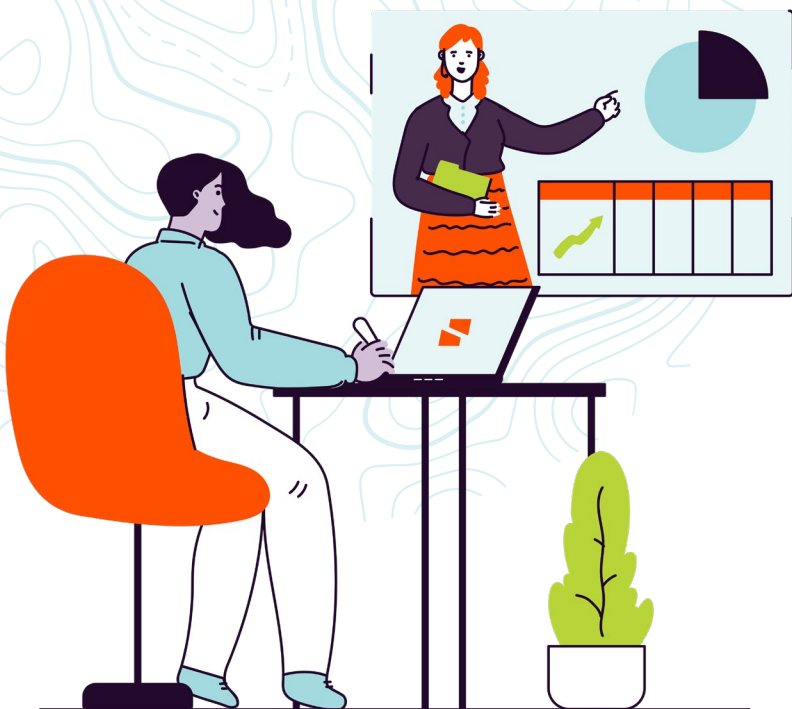
**Seismic** APP 3:32 PM  
**Quake**  
**Customer interactions playbook**  
Your one-stop shop for customer interactions, quotes, case studies and other content to leverage.  
Updated February 17th, 2022 @ 1:59 PM

**Jacky Williams** 3:35 PM  
How does a customer customize different documents all at once?

1 reply

**Seismic** APP 3:35 PM  
**FAQ**  
**How to customize documents all at once**  
With the latest integration, customers can customize all of their documents at once by going to library > manage > integrate > customize, and selecting "All" in the upper right field. They can then add their customizations and tags below.  
Updated March 3rd, 2022 @ 1:59 PM  
**Quake**  
**AI Integration Video**  
In this video, we will walk you through the newest AI integration...  
Updated: November 2nd, 2022 @ 10:04 AM





#### QUICK TIP:

### How to govern content efficiently



Identify the content owners who will upload and update specific pieces.



Focus on the content that helps sellers sell—especially what helps them sell *now*.



Train content owners on what to publish, how to categorize it, when to expire/archive it, and other such guidelines, ensuring they understand how their efforts will make everyone's life easier.



**Courtesy of Julia Washington**

Director, Solution Consulting  
Seismic

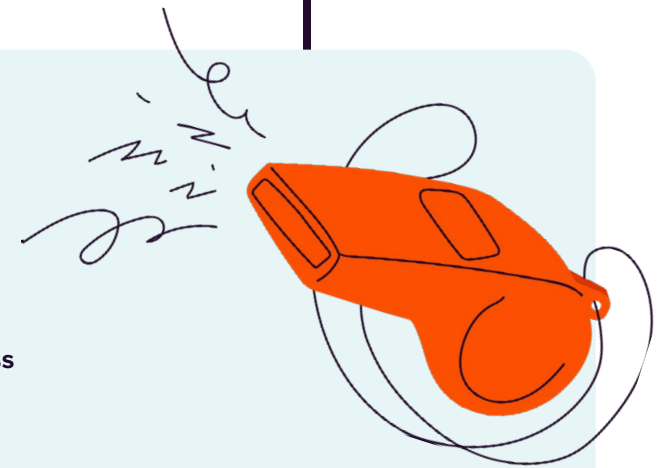
# Optimizing efficiency for learning and coaching

To close deals faster, both new and experienced reps need continual education not only on updated products, industry developments, and new content but also on how to improve their digital interactions with customers. The crux is being able to do all of this for hundreds or thousands of them at scale and without sacrificing the needs of individual learners. Traditionally, this involved an inefficient, disjointed mix of HR cloud software, survey platforms, and email.



## HOW SEISMIC HELPS

- Media-rich lessons to increase knowledge retention and engagement
- Automated sentiment analysis
- Learning content aligned with skill development
- Assignments can be scheduled for specific times and time zones
- Assignments can be checked off as complete either individually or in bulk
- Insights dashboard to surface training gaps and opportunities
- Learning data can be aligned to unique business goals via the Snowflake Data Marketplace
- Joint dashboards leveraging data across the Seismic platform





## Create engaging, mobile-friendly lessons in minutes

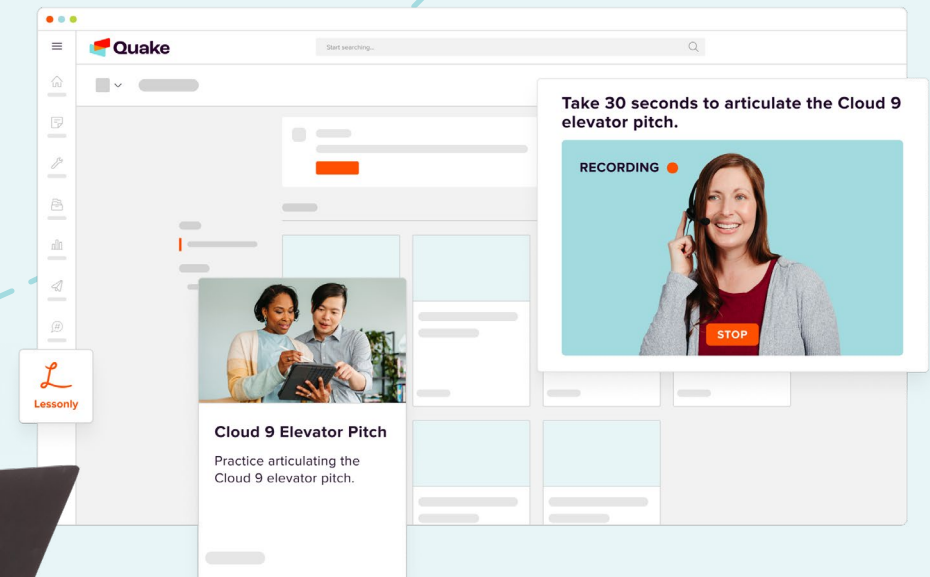
**Lessonly** is home to Sesimic's sales readiness capabilities where it's easy to create, edit, and deliver lessons that learners can take anywhere, be it on their desktop, laptop, tablet, or phone. Lessons are media-rich, featuring images, videos, click-to-reveals, flip cards, matching games, quizzes, and practice modules that are buildable in just a few clicks and drag-n'-drops.

## Automatically assess communication effectiveness

Practice modules in particular are crucial to effective coaching. Simulating real-life customer interactions—such as practice emails, video calls, or instant messaging chats—these modules leverage AI-driven sentiment analysis to measure a learner's clarity, confidence, and credibility when delivering mock pitches or presentations. Using this and other lesson-related data, Lessonly can generate personalized learning paths featuring content that aligns with specific skill development.

## Schedule and check off assignments effortlessly

But it isn't just lesson building and consumption where serious efficiencies are needed in this space. As with content management, seemingly small inefficiencies can add up to serious hindrances. That's why Lessonly offers a host of user-experience conveniences, including simple but important features like being able to schedule assignments for specific times in different time zones with automatic reminders and being able to denote assignments as completed both individually and in bulk.

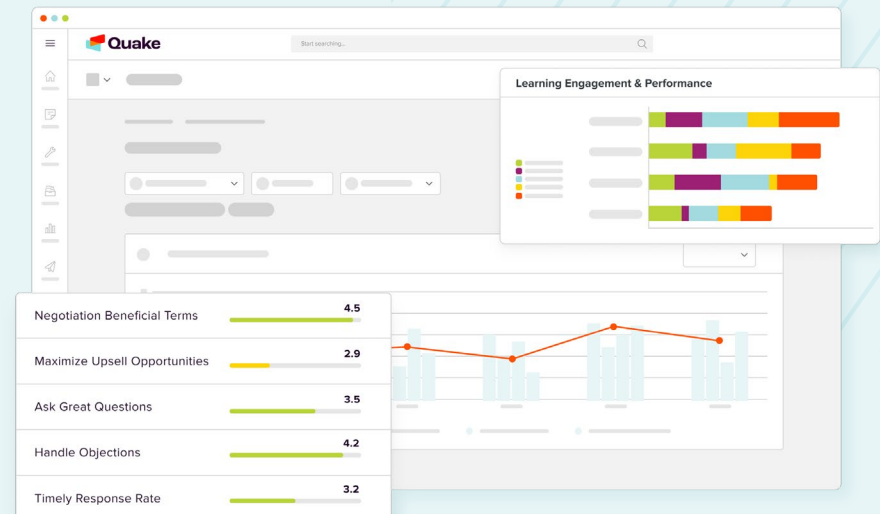
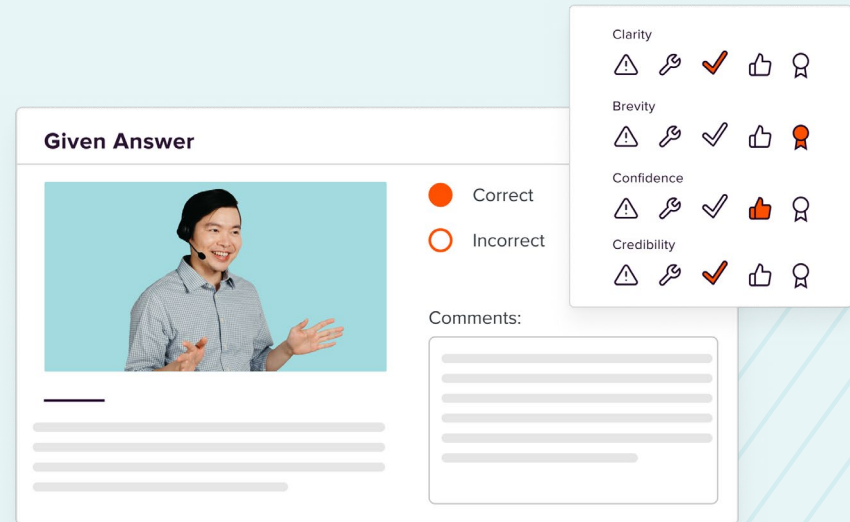


## Scale individual learning and feedback

Perhaps the biggest challenge to achieving efficient and effective learning in any organization, however, is being able to assess hundreds or even thousands of learners' progress in a timely manner, provide constructive, individualized feedback for each of them, and correlate all that data with overall business performance. To achieve this, Lessonly aggregates results to identify general strengths and areas for improvement and allows past but relevant feedback to be recycled for new learners, eliminating hours of redundant typing.

## Clearly demonstrate how learning impacts the business

Lessonly also leverages data on lesson completion, quiz performance, and skill improvement, demonstrating the impact lessons have not only on individual learners but on your business as a whole, including revenue. To report on these results and identify gaps to be addressed, Lessonly offers a training dashboard and a readiness scorecard focused on customer-facing skills. You can even create joint dashboards using data across Seismic to tell a more holistic story. And Lessonly even integrates with Snowflake Data Marketplace so you can easily align your learning data with specific business goals.



# Efficiency requires the right technology

The key to operational efficiency isn't cutting investments you're not sure you can afford; it's investing in what you're sure you can't afford to cut, namely the quality of your products and/or services. To maintain or even improve what you provide to your customers, especially in uncertain economic times, technology is crucial to achieving the efficiency you need to stay competitive—but it has to be the right technology.

Seismic is an integrated, cloud-based platform designed to introduce efficiencies in the core pillars of your business: strategizing and planning, sales content management, and learning and coaching, all of which impact elements of your organization's success, from GTM alignment to time-to-productivity to better-leveraged content to time spent on high-value activities—and all the bottom-line benefits that follow.

**Speak with our team** to get started.





# About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

