



RESEARCH REPORT

The 2023 Value of Enablement Report



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INTRODUCTION

Given today's economic uncertainty, it's no wonder that businesses are hyper-focused on maximizing operational efficiencies while minimizing costs.

Naturally, many will reevaluate and reconsider their investments in technology as a result. The unfortunate irony here is that a large proportion of them have accumulated significant technical debt, meaning that for too long they've opted for a litany of incongruous and often incompatible short-term tech solutions that are now too deeply entrenched to simply remove or replace—and this technical debt hinders the agility they need to remain competitive in today's turbulent and unpredictable market.

Enablement technology can significantly reduce this technical debt because, rather than being yet another addition to a business's

tech stack, it's actually an investment in unifying their tech stack. By integrating with established software, enablement technology streamlines and eliminates numerous manual tasks and can facilitate greater adoption of underutilized tech stack components, unlocking long latent ROI.

Enablement technology also optimizes operations more broadly, greasing the go-to-market engine and facilitating the growth and effectiveness of employees, which amounts to better buyer experiences, bigger deal sizes, shorter sales cycles, and higher win and renewal rates.

Not only is enablement technology the last thing businesses should give up during uncertain economic times, it's something they should eagerly adopt—and, as this research demonstrates, many are.



What is enablement technology?

For the purposes of this study, enablement technology is defined as technology that reduces the workload on sales/customer success professionals, streamlines their workflow, and/or provides teams with valuable insights for improved performance and revenue growth.

Enablement technology includes multiple capabilities and solutions, including sales content management and automation, training and coaching, buyer engagement, strategy and planning, and analytics and intelligence.

EXECUTIVE SUMMARY

This study, which sampled more than 1,200 full-time sales, enablement, and customer success professionals in managerial and leadership roles throughout the United States and Europe, found that

enablement technology was exceedingly popular with **82%** of respondents saying they use it on the job. And **99%** of those who use it agree that enablement technology makes their jobs easier.

Of those who say enablement technology makes their jobs easier,



(US = United States of America; UK = United Kingdom; FR = France; DE = Germany)

These responses are no surprise as they point to a variety of outcomes that businesses hope to achieve by adopting enablement technology in the first place, namely:

- **Go-to-market efficiency**, particularly as it pertains to time-savings and overall productivity
- **Effective onboarding and learning**, so employees can get up to speed fast and grow their confidence
- **Talent attraction and retention** by nurturing job satisfaction, workforce morale, and career aspirations.

Of course, these outcomes dovetail with each other in various ways. For instance, the more time a customer-facing professional has, the easier it is for them to complete learning tasks, which in turn strengthens the potential of their revenue-generating activities, which consequently leads to greater morale and a sense of belonging at their organization. And of course, more productive, informed, and motivated employees make for happier customers that are more inclined to buy.

According to the respondents of this study, the value of enablement technology is that it's invaluable, full stop. The small minority that doesn't have it wishes they did, and the vast majority that have it wishes they had more.



METHODOLOGY AND DEMOGRAPHICS

UNITED STATES

EUROPE

Total Respondents	610 (58% male; 42% female)	618 (53% male; 47% female)
Representation	46 of 50 states (excluding DE, HI, NH, and VT)	United Kingdom (33%); France (33%); Germany (34%)
Respondent Occupations	Employed full-time in a sales, enablement, or customer success role at management level or above	Employed full-time in a sales, enablement, or customer success role at management level or above
Average Respondent Age	37 years old	40 years old
Confidence	Conducted at 95% confidence, +/- 4% margin of error	Survey conducted at 95% confidence, +/- 4% margin of error
Timeframe	January 2 – 8, 2023	January 12 – 23, 2023



The value of enablement technology for go-to-market efficiency

A key component of efficiency is saving time. And, of course, the more time one saves, the more time they have to be productive in other aspects of their job.

Respondents who use enablement technology largely—and in certain cases overwhelmingly—credit

it for freeing up their time to focus on a variety of high-value activities that otherwise wouldn't receive the attention they deserve, such as interfacing with prospects and existing customers, giving presentations and demos, and closing deals.



Enablement technology saves respondents an average of **13 hours** per week.

83% say it frees up time to focus on revenue-generating activities.



51% say it saves them time on finding metrics for planning/forecasting.



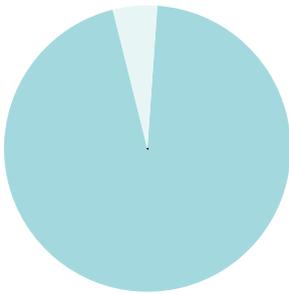
44% say it saves them time on organizing requests and/or addressing training gaps.



54% say that it saves them time on locating information.



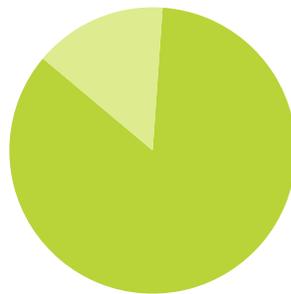
The significance of quick access to information and/or content is universally stratospheric. Of the respondents who say enablement technology saves them time when locating information/content, the vast majority speak to how that quick access makes them more effective and confident in their jobs.



97%

say quick access to information and/or content helps them speak to clients from a more informed standpoint.

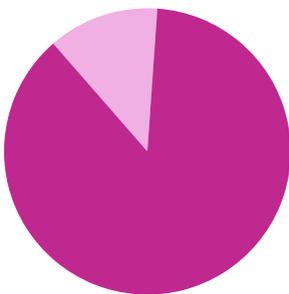
(US = 97%; UK = 97%; FR = 97%; DE = 96%)



85%

say quick access to information and/or content helps them locate an answer they needed quickly.

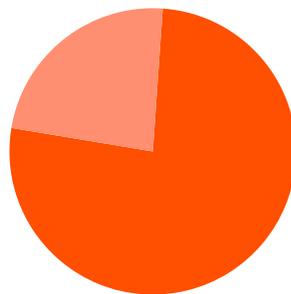
(US = 85%; UK = 84%; FR = 89%; DE = 85%)



87%

say quick access to information and/or content helps them prepare for client meetings and presentations.

(US = 81%; UK = 94%; FR = 94%; DE = 97%)



76%

say quick access to information and/or content enables them to not second-guess themselves.

(US = 68%; UK = 95%; FR = 82%; DE = 78%)



The generational confidence gap

It's worth noting that in the US, Millennial respondents are **26% more likely** than Gen Z respondents to say that having quick access to information and/or content enables them to not second-guess themselves. And Gen X respondents are 16% more likely than Gen Z to say this.

Gen X respondents are also **16% more likely** than Gen Z to say that having quick access to information and/or content helps them prepare for client meetings and presentations. This finding may be related to the apparent confidence issue found among Gen Z in the US.



Meanwhile, respondents who don't use enablement technology report wasted time and reduced productivity, particularly regarding their inability to access the content they need when they need it.

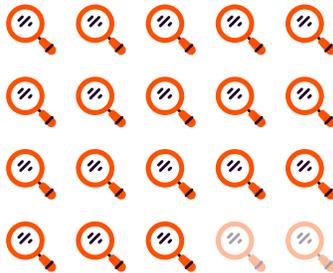


Respondents without enablement technology spend an average of **10 hours** per week tracking down, comparing, or revising content.



97%

of those that do not have access to the correct content when they need it say they find themselves **tracking down content** often or sometimes.



90% of those that do not have access to the correct content when they need it say they find themselves **revising content** often or sometimes.

90%



of those that do not have access to the correct content when they need it say they find themselves **comparing versions of content** often or sometimes.

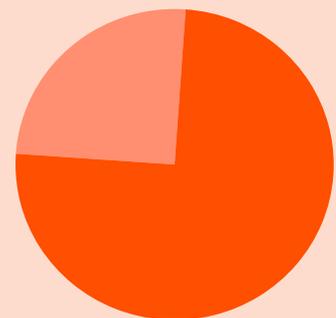


say they often or sometimes are unable to locate the content they need when interacting with prospects and/or clients.

And they specify a variety of important tasks that such manual processes take time away from.

77%

say that time could otherwise be spent on advancing the goals of their team.

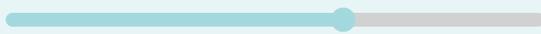


74% say that time could otherwise be spent on training and coaching.





Furthermore, these laborious tasks—tracking down content, comparing versions, and making revisions—negatively impact the customer experience; although there is a marked divide between respondents in the US and those in Europe as to how severe this effect is, with US respondents considering it more severe.



63% say that the content they use at work is **not personalizable enough** for their customers.



51% say they have **misspoken during a sales/customer call** while trying to locate content or information.



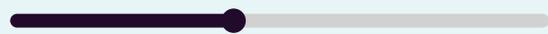
54% say the content they use is **not easily accessible**.



43% say the content they use is **not on-brand**.



42% say the content they use is **irrelevant to their clients' use cases**.

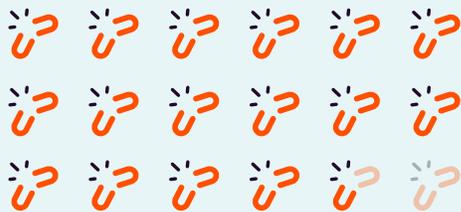


41% say that the content they use is **irrelevant to their clients' industries**.

The value of enablement technology for employee learning

Learning opportunities are not only important in ensuring employees are effective at what they do; they also influence how employees feel about their jobs, their organizations, and whether they decide to stay at those organizations. And a comprehensive enablement solution should offer an integrated learning platform that facilitates ongoing education.

That education begins with onboarding, and respondents overwhelmingly recognize its importance.



97% agree that poor onboarding disrupts company operations.



83% say that their company's onboarding process doesn't train new hires quickly enough to prevent workflow disruptions.

When it comes to learning that happens beyond onboarding, a startling proportion of respondents said their companies don't offer any such experiences.



46% say their company does not offer training beyond the onboarding process.



40% say their company does not offer upskilling opportunities.



45% say their company does not offer coaching.

Yet, a vast majority of these respondents recognize the value of those learning experiences:



88% say more training, coaching, and/or upskilling would help them meet their goals.



84% say more training, coaching, and/or upskilling would help them close more deals.

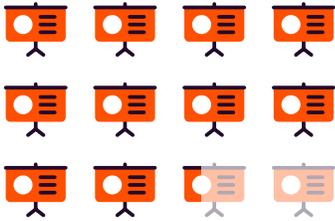


79% say more training, coaching, and/or upskilling would help them provide better customer service.



And having enablement technology only enhances that learning because of the quick access to training and coaching content it offers. Once more, the

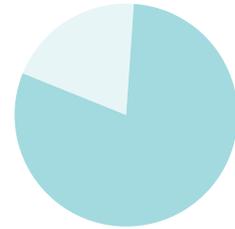
importance of quick access to information is universally high and has a significant impact on the customer experience.



85% say that having quick access to coaching and training content helps them prepare for client-facing presentations.



85% say that having quick access to coaching and training content lets them speak to clients from a more informed standpoint.



80% say that having quick access to coaching and training content keeps them from second-guessing themselves.

As mentioned earlier—and as shown below—how well an employee performs in their job is unsurprisingly linked to their job satisfaction and whether they’ll stay with their employer long-term—and learning plays a significant role in facilitating that satisfaction and loyalty.

In fact, a large majority of US respondents say they would go so far as to leave their jobs over a lack of learning opportunities. That respondents in Europe don’t generally go this far may be a reflection of how enablement is still a burgeoning market in Europe.



80% say that upskilling, training, and coaching would help them feel more satisfied with their job.



79% say that upskilling, training, and coaching would help them move up in their career.



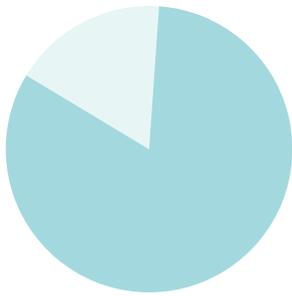
50% are considering leaving their company due to a lack of training, but **72%** who say this are in the United States.



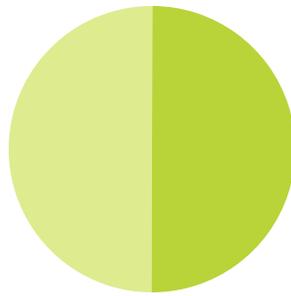
The value of enablement technology for attracting and retaining talent

Like the situation with learning opportunities above, about half of all respondents say enablement technology is a prerequisite in choosing an employer.

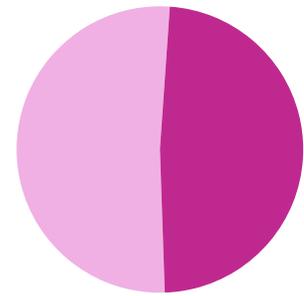
However, once again, the majority of these respondents are in the US. In fact, most US respondents say they wouldn't even consider working for an employer that doesn't have enablement technology. Nonetheless, a strong majority of respondents in both the US and Europe suggest enablement technology is a priority when looking for a job.



84% agree that supportive internal systems and development opportunities are a priority when job searching.



51% are currently considering leaving their company due to a lack of tools to support their success. However, the vast majority of these respondents (**73%**) are in the US.



48% say they wouldn't even work for a company that doesn't use enablement tools, with the majority (**59%**) of these respondents being in the US.

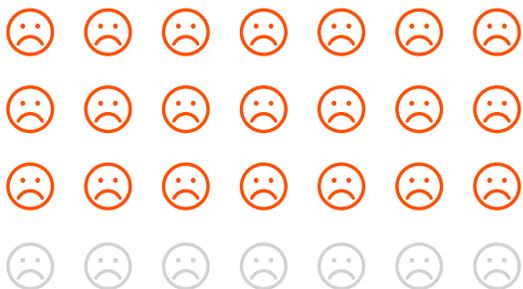
And respondents cite solid reasons for being this discerning. Those who don't have enablement technology say that not being able to find the right content they need when they need it has a major

impact on their job satisfaction. A large majority of respondents in the US said this issue even affects their income—something not as common among their counterparts in Europe.

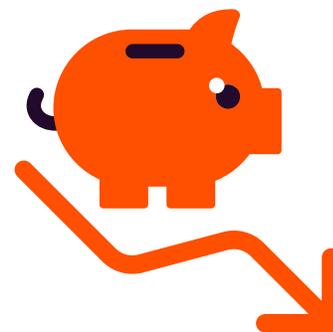


Younger respondents more likely to quit over lack of supportive technology

This study uncovered another interesting generation gap in the US. Gen Z are 34% more likely than Gen X to say they would leave their company due to a lack of tools to support their success.



75% of those who don't have access to the correct content when they need it say that spending time on non-revenue generating activities affects their morale.



43% of those who don't have access to the correct content when they need it say that spending time on non-revenue generating activities affects their income.

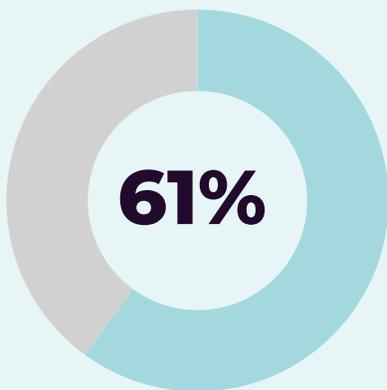
(US = 67%; Europe = 34%)



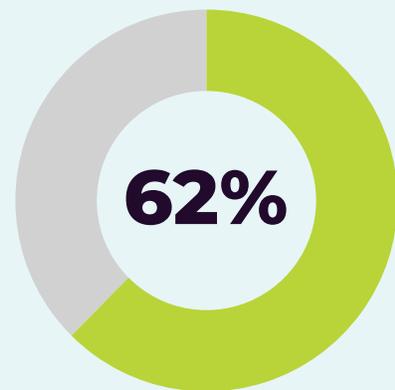
Businesses recognize the need for enablement technology

85%

of respondents say their company plans to increase or retain its investment in enablement technology in 2023.



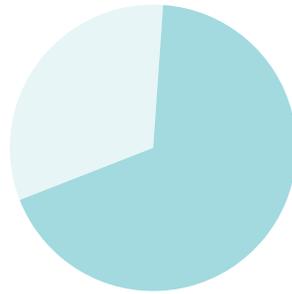
say testing new enablement tools is a priority for their company in 2023.



say implementing new enablement tools is a priority for their company in 2023.



What specifically are companies planning to invest in when it comes to enablement technology?



67% will increase capabilities/solutions with their existing vendor.



63% plan to implement enablement tools in additional departments.

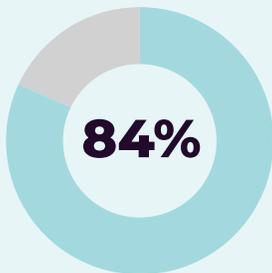
Why are companies choosing to invest more in enablement technology? Employee retention, attracting talent, operational efficiency, maintaining client relationships, and weathering difficult economic times are the reasons cited, with the last three being particularly high among respondents from every country sampled.



76% believe it will help them retain more employees.

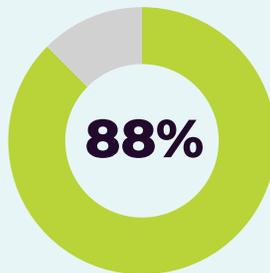


77% believe it will help them attract new talent.



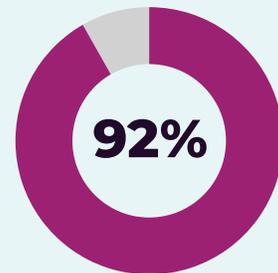
84%
believe it will help them operate more efficiently.

(US = 81%; UK = 88%;
FR = 91%; DE = 79%)



88%
believe it will help them maintain client relationships.

(US = 86%; UK = 89%;
FR = 92%; DE = 85%)



92%
say it's integral to weathering difficult economic times.

(US = 95%; UK = 89%;
FR = 93%; DE = 85%)



However, there is a small minority of respondents —**just 3%**— who say their companies plan to decrease their investment in enablement technology, probably in their haste to cut costs. The irony is that reducing or eliminating enablement technology from their budgets will likely exacerbate the very risks they're hoping to mitigate—and our respondents agree, saying they're concerned that **cutting enablement technology will lead to inefficiencies, lost revenue, and employee turnover**—the latter in particular. Interestingly, the vast majority of respondents in Europe are just as concerned about potential turnover as their US counterparts despite enablement technology being less of a factor in deciding to join or stay with an employer in Europe.



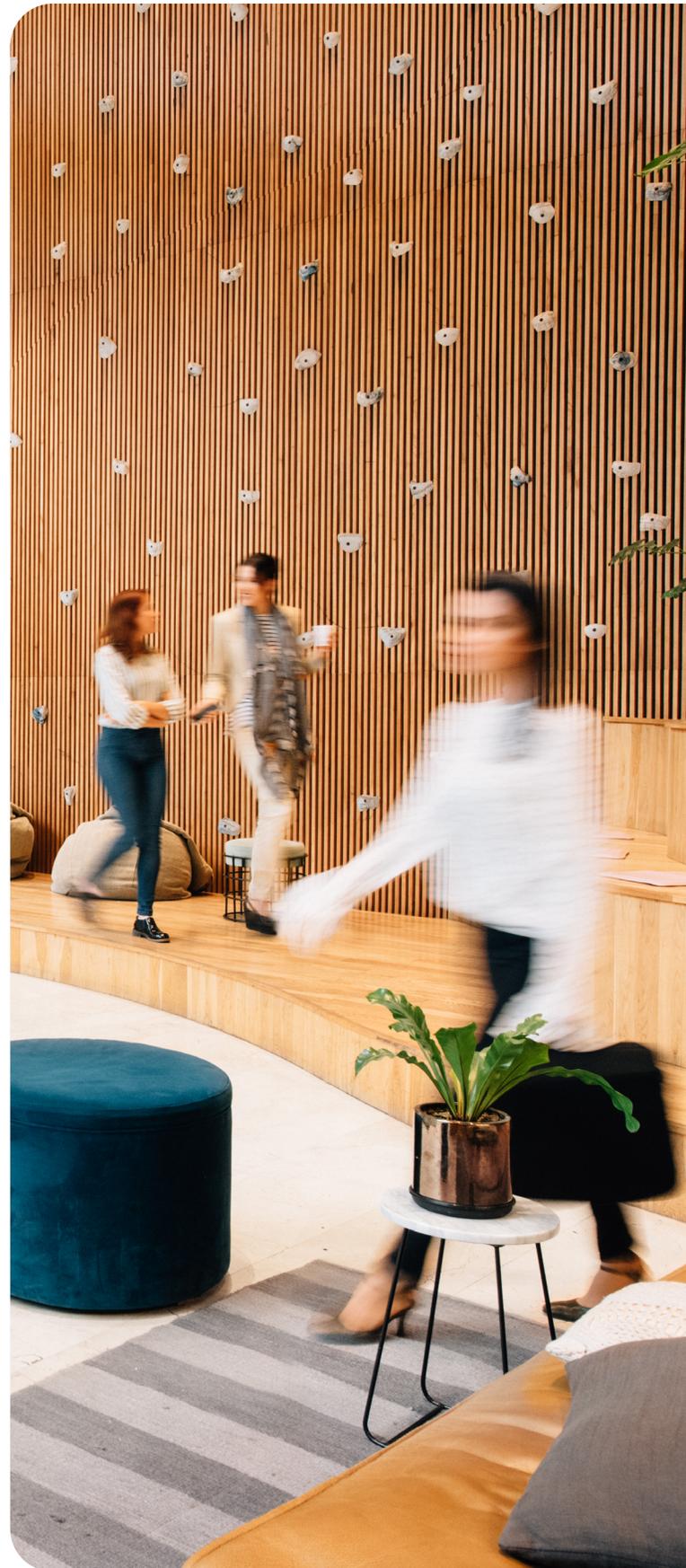
78% are concerned decreasing enablement technology will lead to operational inefficiencies.



73% are concerned decreasing enablement technology will lead to lower revenue.



96% are concerned decreasing enablement technology will lead to lower employee retention.



CONCLUSION



This study confirms that the value of enablement technology is universally high. Sales, enablement, and customer success professionals both in the US and Europe overwhelmingly assert it makes their jobs easier, helps them grow their careers, and drives stronger results: a recipe for success during tough times—or anytime.

Learn how Seismic can bring the high value of enablement technology to your business.

[Speak with our team →](#)

Curious what your ROI in Seismic would be?

Calculate your ROI

Seismic ROI Calculator

Tell us a little about the company goals

What is the team's functional area?

What area of business does the team want to improve?

Calculate



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.

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