hyv

Unlock the power of hidden knowledge in your organisation

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Index

Problem Discovery

Solving for Buyer Experience

" *The less you try to sell, the more you SELL!* "

1.6x to

2.7x times

High Quality,

Low Regret Deals for Buyers

A confident buyer about the information shared.

Less skepitk buyer about the information.
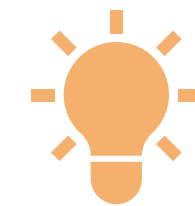
We have to solve for this

Path to Solving for Great Buyer Experience

Sales &
Post Sales

Conversion Ratio,
MRR & Churn Rate

Partners, Sales
& Pre-Sales etc..

Buyers
Experience & Confidence
To Increase

Revenue
Growth Consistency

Sense Making
champions creation

Context
change of revenue
teams

Content
learning of revenue
teams

Behaviour
change of revenue
teams
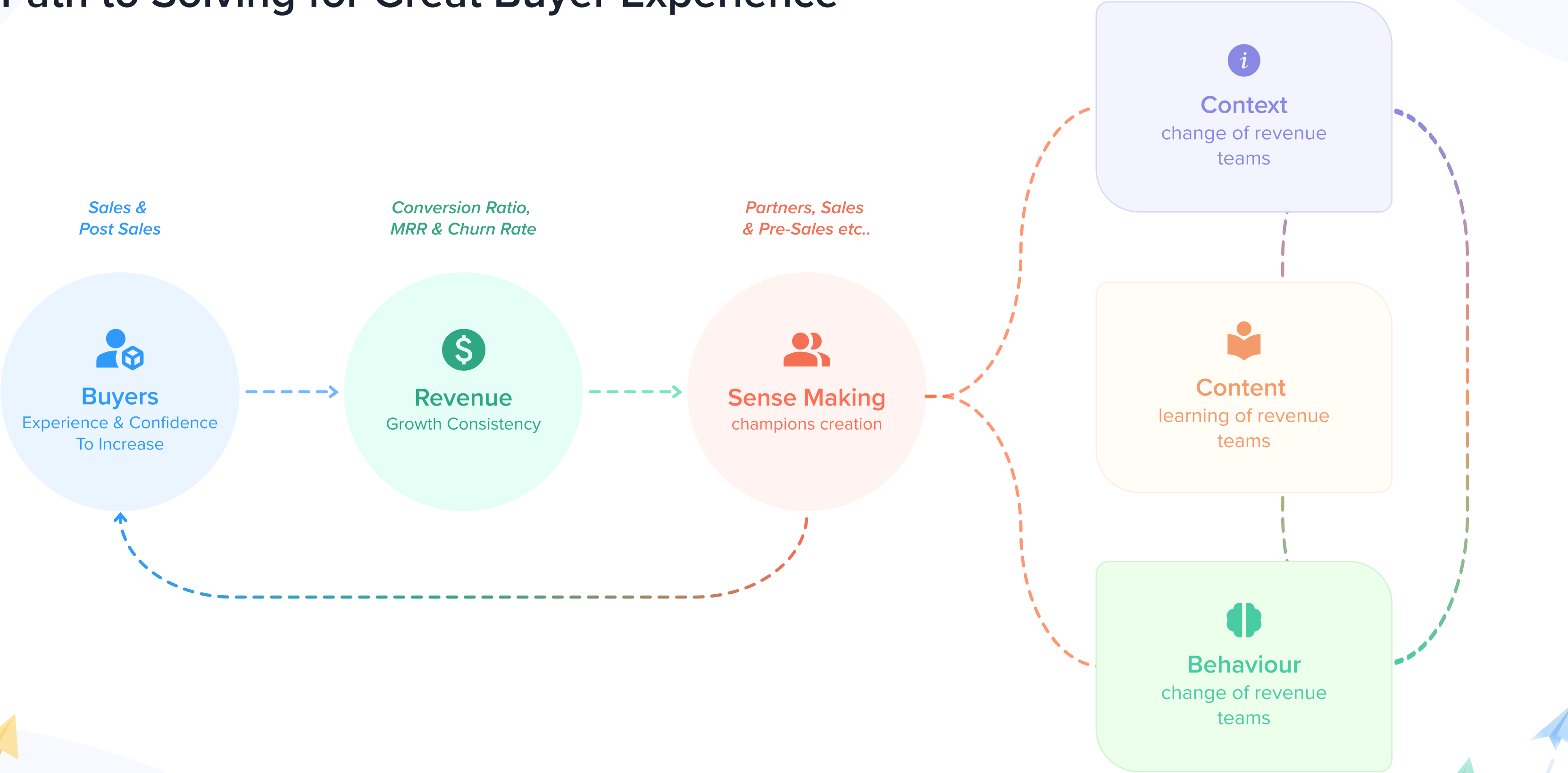
Solving Content Problem

Tons of Collective wisdom, knowledge and experience accrued by individuals. Need faster way to collect it.

Talent Development website claims that "**91%** of reps say that **learning from peers** is helping them succeed.

Steering the **knowledge sharing** aptly to drive positive business impact, **buyer & customer experience.**

Content
learning of revenue teams

Management

Customer Success

Sales/ Pre Sales

Collective Knowledge & Wisdom

Marketing

Support

Product

Solving Context & Behaviour Problem

BJ Fogg Behaviour Model

Behaviour

=

Motivation

+

Ability

+

Prompt

Behaviour
change of revenue teams

Context
change of revenue teams

Regularly find & improve
Right Time, Right Messaging & Easy way to consume and create content

High

Motivation

Low

Prompts
Succeed here

Prompts
Fail here

Hard to Do   *Ability*   Easy to Do
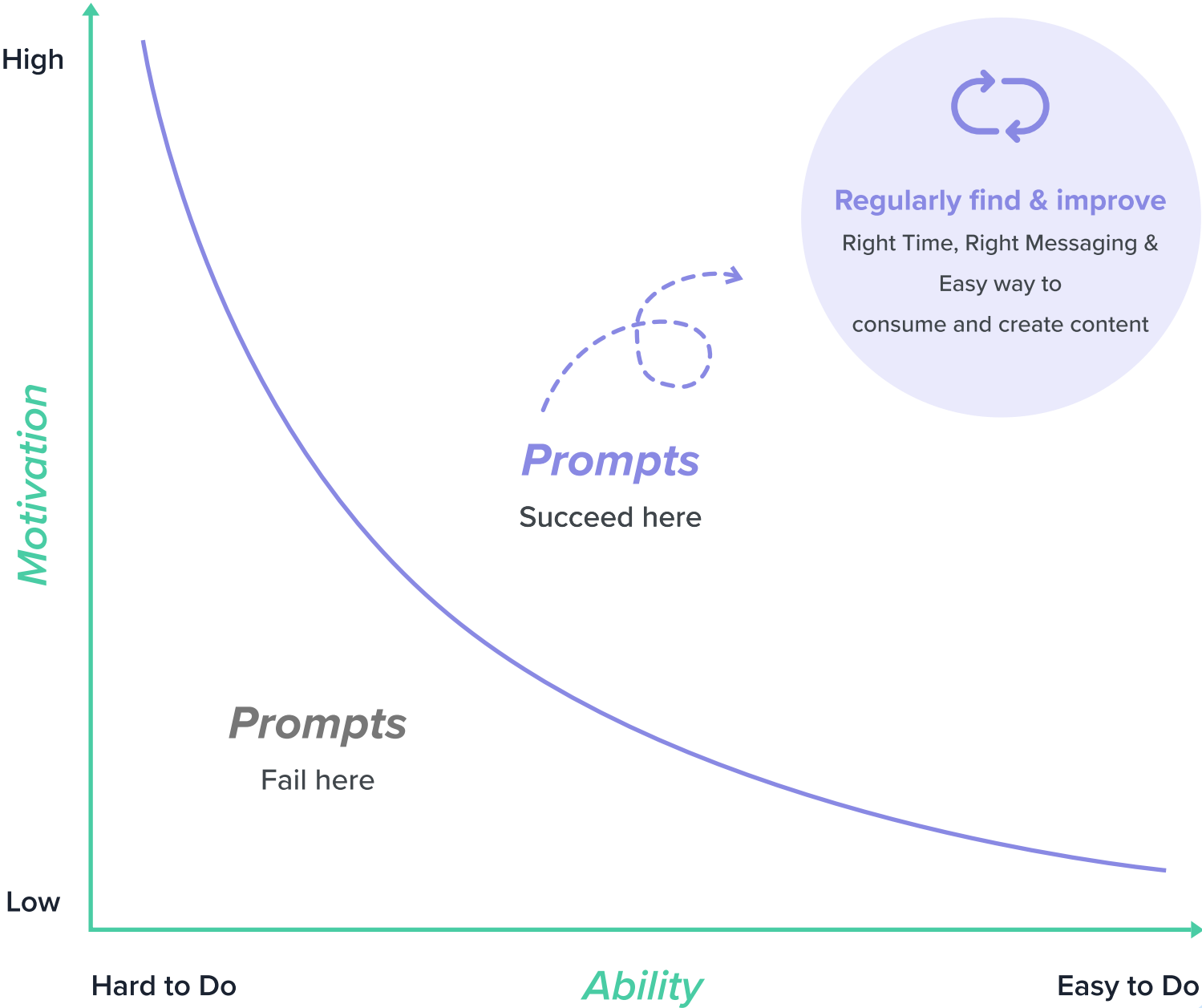
Product Vision &
Customer Segmentation

Evolving to be the Knowledge Powerhouse for organisations of all shapes & size

Peer learning is our superpower

It's how our species has evolved and thrived for millennia. From hunting to building the modern internet, we've accomplished everything we have by sharing knowledge.

Organisations are no different

To survive and thrive in today's rapidly changing world, organizations need to tap into the collective knowledge and expertise of their employees.

Tapping into the wisdom goldmine
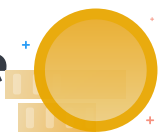
When employees learn from each other, they share their unique perspectives and experiences. This can lead to new ideas, innovative solutions, and better customer service.

Long Term

Product helping to tap into knowledge, experience, learnings & wisdom from all individuals of any organisation.

Helping organisation, collect, preserve, grow and use knowledge from their people.

Helping revenue driving teams deliver best customer experience by leveraging peer learning.

Higher the awareness about customers, better the customer experience, hence higher the growth and quality of revenue

Purpose & Brand

hyv

Unlock the power of hidden knowledge in your organisation

Vision
___
Now

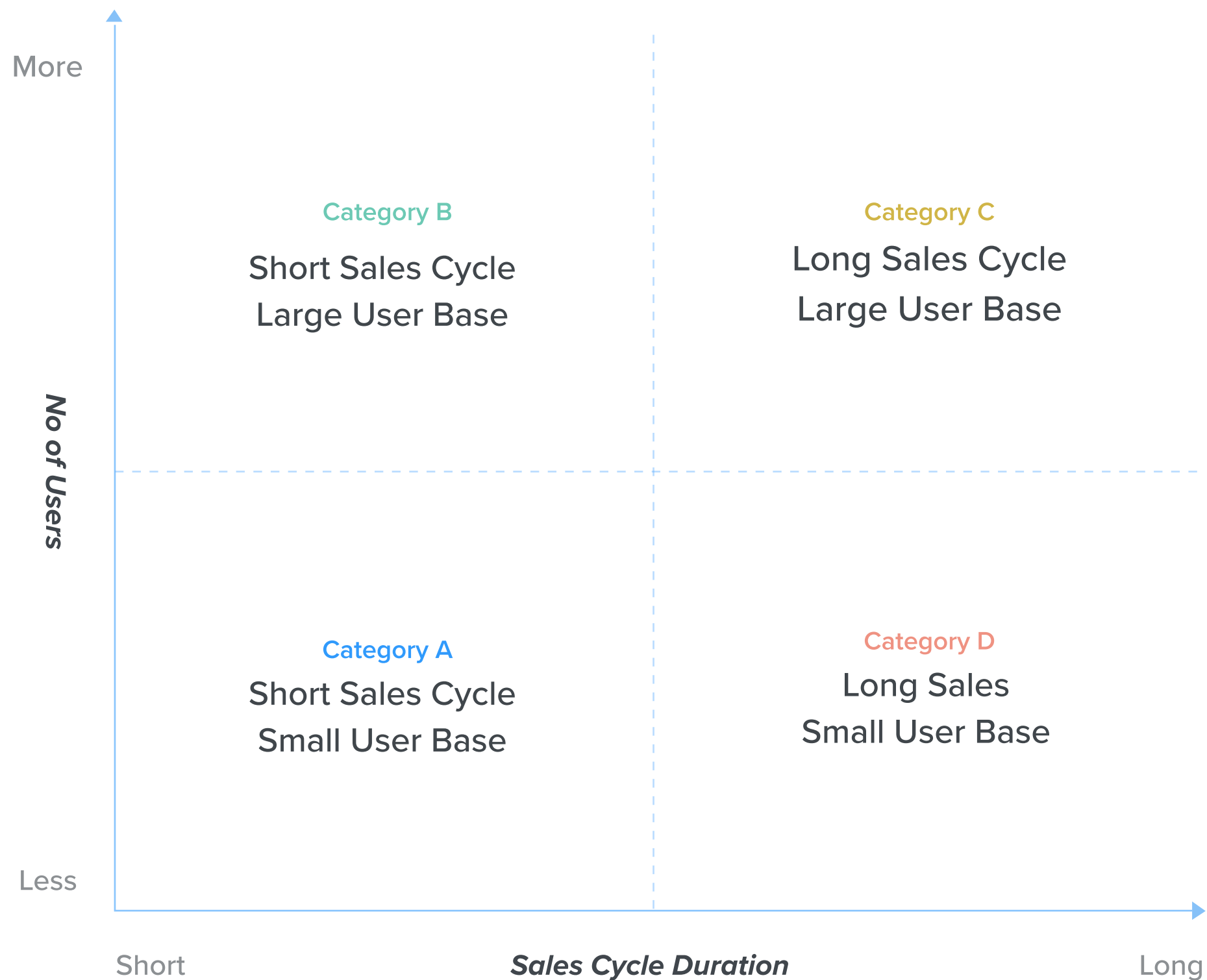Help every business become customer obsessed!!

Mission
___
Now

Help revenue (driving) teams provide their buyers best sales and post sales experience.

Customer Segments

No of Users (vertical axis, from Less to More)

Sales Cycle Duration (horizontal axis, from Short to Long)

Category B
Short Sales Cycle
Large User Base

Category C
Long Sales Cycle
Large User Base

Category A
Short Sales Cycle
Small User Base

Category D
Long Sales
Small User Base

Customer Segments - Category A

Typical Customer Attributes

- Typical SMBs, Pre/ Seed, Early Bootstrapped

- Primarily B2C, could have more than one product/services offerings

Problems around knowledge

- Not very severe problems, but documenting early growth days learning is critical.

Expected Product Value

- Regular documentation of early days learning

Customer Segments - Category B

Typical Customer Attributes

- Large scale multi city/country operations

- Typically B2C, could have more than one product/services offerings.

- Multi sales funnel teams. Includes both internal and external members

Problems around knowledge

- Critical as org size is big. Needs ground knowledge fast and right.

Expected Product Value

- Leverage on ground learning & improve customer understanding.

Customer Segments - Category C

Typical Customer Attributes

- Large scale multi city/country operations

- Typically B2B, could have more than one product/services offerings.

- Multi sales funnel teams. Includes both internal and external members

Problems around knowledge

- Critical as org size is big. Needs ground knowledge fast and right. Moreover, B2B sales has diverse sales experiences which needs solid documentation.

Expected Product Value

- Leverage on ground learning & improve customer understanding.

Customer Segments - Category D

Typical Customer Attributes

- Small scale operations. Early or late stage.

- Typically B2B, could have more than one product/services offerings.

- Might have both internal and external members

Problems around knowledge

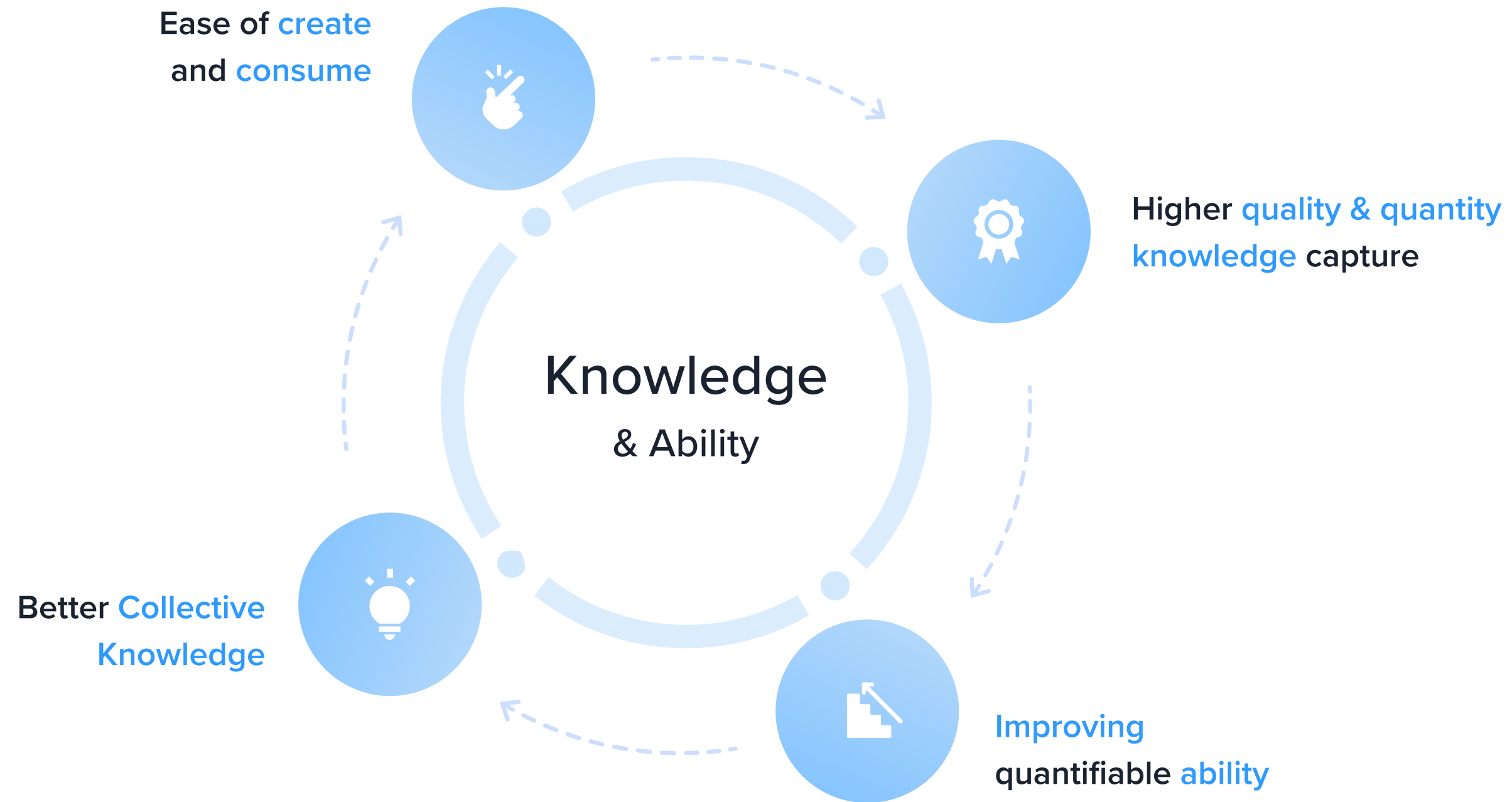- Attrition could be a problem. Regular knowledge capture from existing employees will be helpful.

Expected Product Value

- Regular documentation by all employees

Value Flywheel &
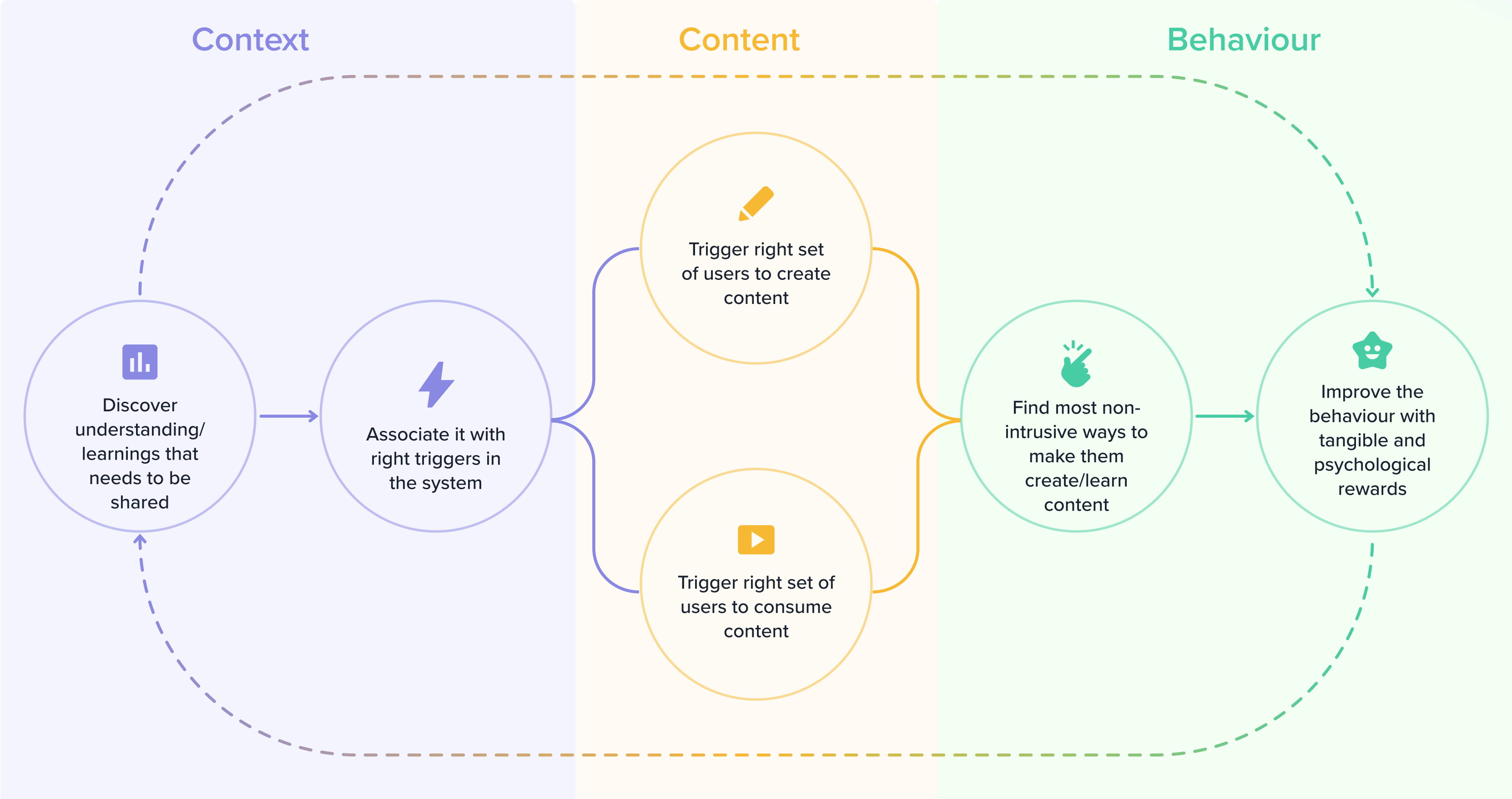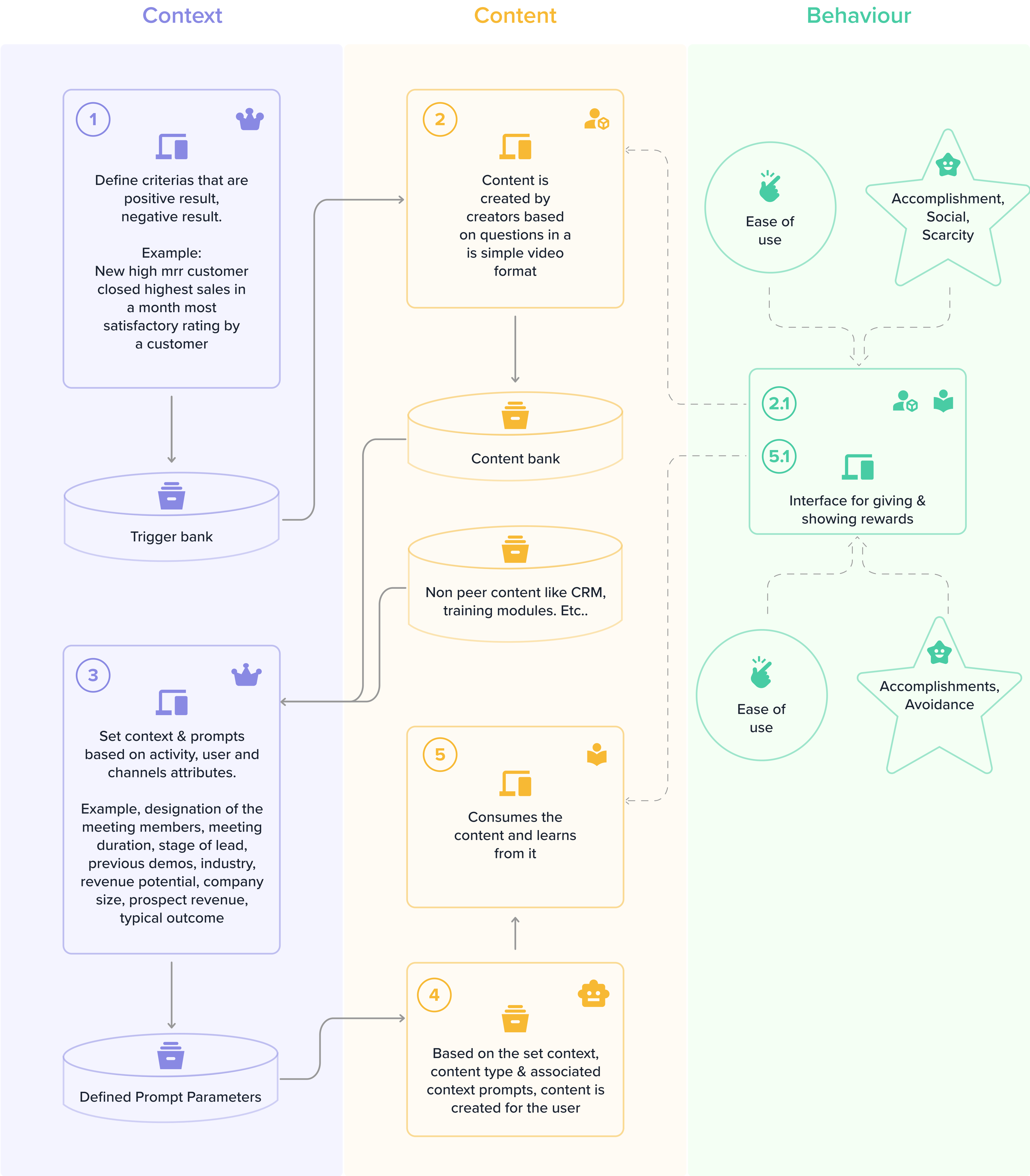# Product Workflow

Knowledge & Ability Growth Flywheel - High level

Ease of **create** and **consume**

Higher **quality & quantity knowledge** capture

Knowledge
& Ability

Better **Collective Knowledge**

Improving quantifiable **ability**

Knowledge & Ability Growth Flywheel - In action

Context

Content

Behaviour

Discover understanding/ learnings that needs to be shared

Associate it with right triggers in the system

Trigger right set of users to create content

Trigger right set of users to consume content

Find most non-intrusive ways to make them create/learn content

Improve the behaviour with tangible and psychological rewards

Typical Product Workflow

Creators **Learners** **Moderators** **AI Agent** | **User Interface** **System**

Context   Content   Behaviour

1
Define criterias that are positive result, negative result.

Example:
New high mrr customer closed highest sales in a month most satisfactory rating by a customer

Trigger bank

3
Set context & prompts based on activity, user and channels attributes.

Example, designation of the meeting members, meeting duration, stage of lead, previous demos, industry, revenue potential, company size, prospect revenue, typical outcome

Defined Prompt Parameters

2
Content is created by creators based on questions in a is simple video format

Content bank

Non peer content like CRM, training modules. Etc..

5
Consumes the content and learns from it

4
Based on the set context, content type & associated context prompts, content is created for the user

Ease of use

Accomplishment, Social, Scarcity

2.1
5.1
Interface for giving & showing rewards

Ease of use

Accomplishments, Avoidance

Admin Workflow

Trigger & content form creation flow ---- → Configure the triggers & content form → List of questions/ points for which content to be created → Define conditions for eligible users

Trigger & content consumption flow ---- → Choose consumption formats that are relevant for your workflow → Broadly select consumption audience

Measure & Moderate Flow ---- → Moderate/ request for re-upload → Measure the impact of consumption → Reconfigure creation triggers as and when needed

Creation Workflow

Only Video from content creation

Video content creation is the most easiest and engaging form of content creation.

It also becomes easy to extract multiple form of content types and present it in the way it could be consumed easily in context

Short Length

- Questions which has objective answers.

- Single questions which has about 30 to 60 sec answer

Medium Length

- Series of 30sec questions. Collectively takes about 5min to answer.

- Live advice for 5min to prep for a meeting/demo ahead.

Long Length

- A 30min one on one interview between moderator and rep.

- Live podcast with audiences and a Q&A session

- A roundtable of sorts Q&A with live/no audience

Consumption Workflow

Passive Consumption

In Context

- Audio/Video tip

- Checklist

- Live assistance

Out of Context

- Login screen

- End of screen/Loader screen

- Daily tip/nudge via Email/Whatsapp

Active Consumption

Browsing/Asking

- Browse / search all content by

users, question, date etc

- LLM based Q&A

- Live Q&A

Assessments

- Individual assessment questions.

- Group contests, like from the

days of quizup.

Rewards - Creator

Social Recognition

- Internal Public **Leaderboard with reactions** by team mates on major accomplishments. Example, LB for most helpful content.
LB for most created content.

- **Live update** when your content receives helpful tag from a consumer.

Accomplishments

- **Badges** that are given **based on accomplishments**, like when you create content every week, or when you create 50th Content, or when your content was found helpful by 100 people etc. These badges can be collected and shared on LinkedIn as well.

- Maintaining **creation streaks** of daily or weekly content creations.

Avoidance

- **Reduction in score**/leaderboard ranking when allotted content **creation tasks are not completed**

- **Reduction in score**/leaderboard ranking when **low quality content** is created. Moderators and Consumers can attribute to this score.

Rewards - Consumption

Avoidance

- **Consuming this content** will increase your chances of creating a **great buyer empathy.**

- **Person A and 20 others completed these tasks** before this meeting to answer all questions of the buyer

Accomplishments

- **Badges** that are given **based on accomplishments**, like the amount of content you have consumed religiously.
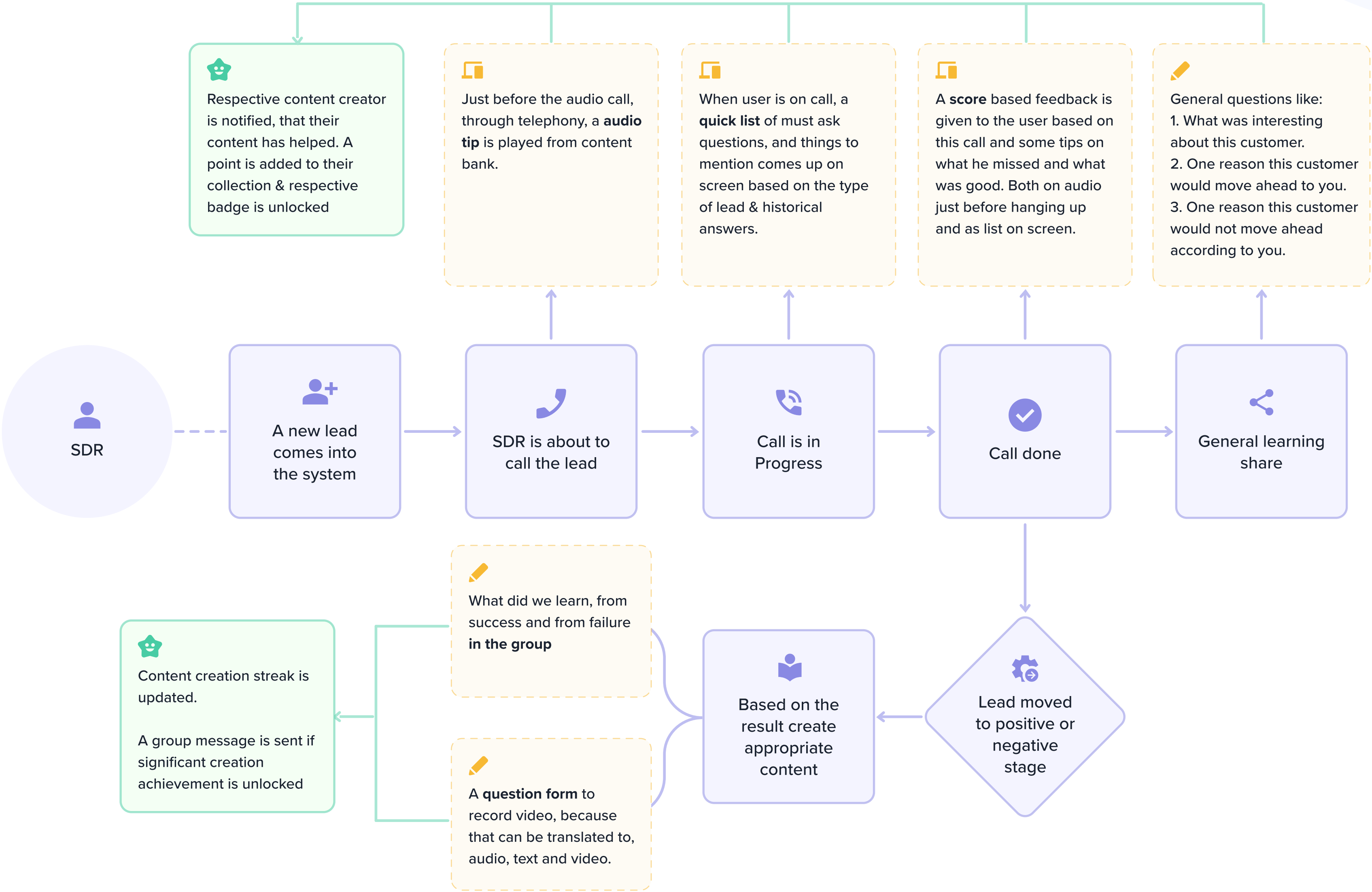
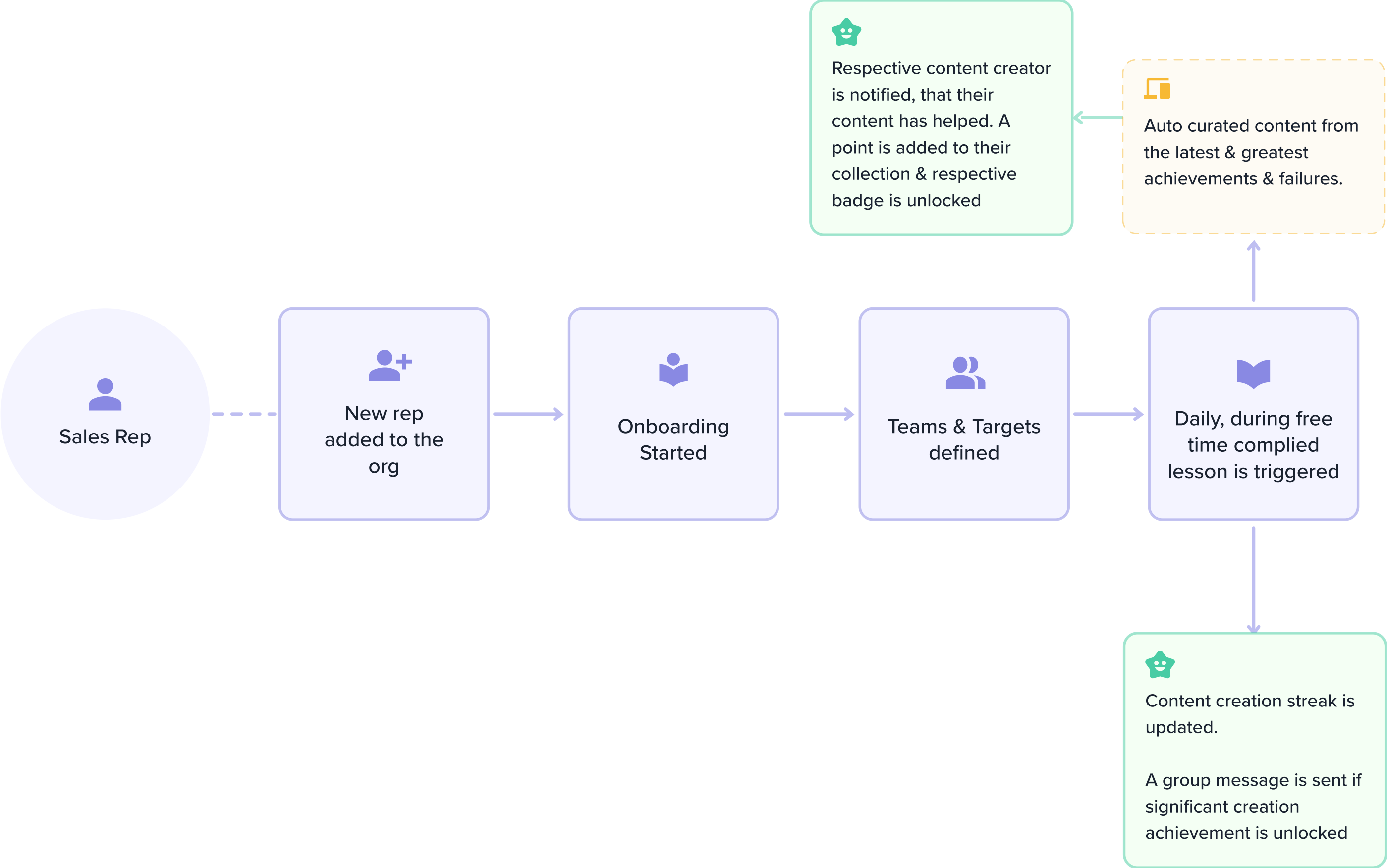- Leaderboard recognising top consumers of the content and the progress is publicly visible.

Unpredictability

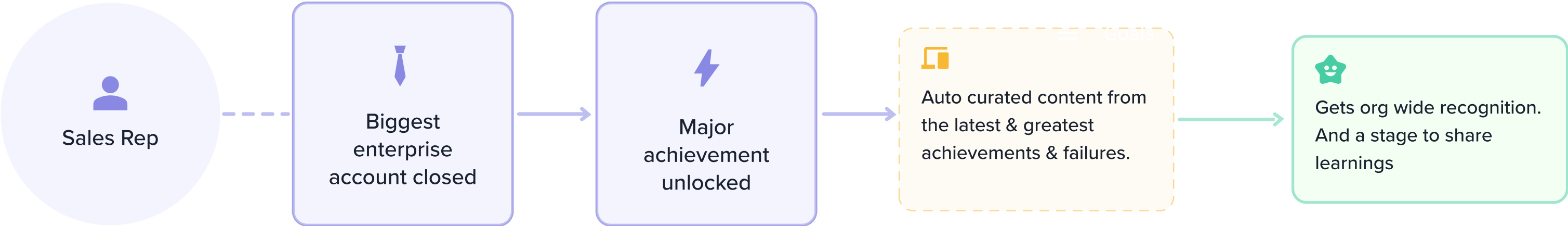- Leaderboard of **assessment score** for all the contest played.
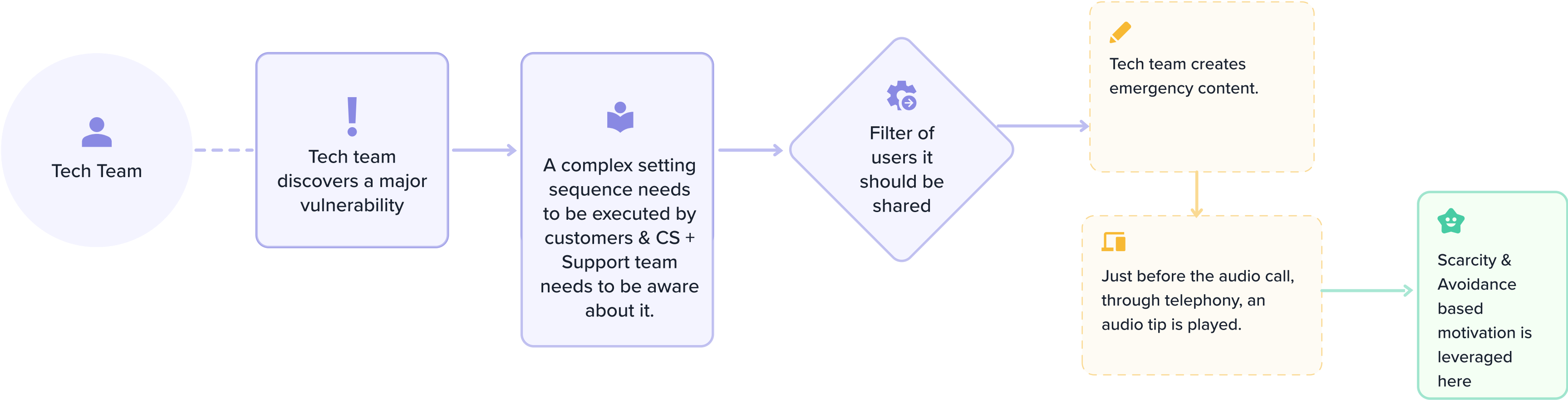
Examples | New lead gets created in the system

Respective content creator is notified, that their content has helped. A point is added to their collection & respective badge is unlocked

Just before the audio call, through telephony, a **audio tip** is played from content bank.

When user is on call, a **quick list** of must ask questions, and things to mention comes up on screen based on the type of lead & historical answers.

A **score** based feedback is given to the user based on this call and some tips on what he missed and what was good. Both on audio just before hanging up and as list on screen.

General questions like:
1. What was interesting about this customer.
2. One reason this customer would move ahead to you.
3. One reason this customer would not move ahead according to you.

SDR

A new lead comes into the system

SDR is about to call the lead

Call is in Progress

Call done

General learning share

What did we learn, from success and from failure **in the group**

Content creation streak is updated.

A group message is sent if significant creation achievement is unlocked

Based on the result create appropriate content

Lead moved to positive or negative stage

A **question form** to record video, because that can be translated to, audio, text and video.

Examples | New Sales rep joins the organisation

⭐ Respective content creator is notified, that their content has helped. A point is added to their collection & respective badge is unlocked

🖥️ Auto curated content from the latest & greatest achievements & failures.

Sales Rep

New rep added to the org

Onboarding Started

Teams & Targets defined

Daily, during free time complied lesson is triggered

⭐ Content creation streak is updated.

A group message is sent if significant creation achievement is unlocked

Examples | Major achievement unlocked

Sales Rep ----> **Biggest enterprise account closed** ---> **Major achievement unlocked** ---> Auto curated content from the latest & greatest achievements & failures. ---> Gets org wide recognition. And a stage to share learnings

Examples | Live and Important update needs to be created & shared asap

Tech Team ----> **Tech team discovers a major vulnerability** ---> A complex setting sequence needs to be executed by customers & CS + Support team needs to be aware about it. ---> Filter of users it should be shared ---> Tech team creates emergency content.

Just before the audio call, through telephony, an audio tip is played. ---> Scarcity & Avoidance based motivation is leveraged here

Examples | Management has an important learning to share

Management

Management learned an important insight about a particular market & industry, wants to share it with ppl woking in this segment

→ This needs to be learned by users so that they have advantage over competition

→ Filter of users it should be shared

→ CXO creates emergency content.

↓

Just before the audio call, through telephony, an audio tip is played.

→ Scarcity & Avoidance based motivation is leveraged here

Examples | Live Forum & Help

Pre Sales

User is on Demo call

→ Realises needs answer to important question

→ Asks GPT like interface, which has all the knowledge graph.

→ If doesn't get the answers, any live user is requested for help. This content gets stored

→ Social recognition reward for the folks who helped live

Admin Flow

Content Creation Trigger

1. Triggers ✓   2. Content   3. Users

🗑   Close   ☁ Publish Program

⌄ **Trigger Criteria**

1   MRR Generated from a single customer till date is the Highest   +

2   Customer Industry is equals Core Focus   +

3   Country is equals Europe   +

4   Conversion Duration is less than 90 Days   +

⊟ **Condition Pattern**   Interchange AND/OR operators, and group the conditions using braces.

(1 AND (2 OR 3) AND 4)   ✎ Edit Pattern

Program Summary

⊗ Triggers
   Four triggers

⊟ Content Form
   -

⊟ Content Moderation
   -

▦ Questions
   -

👤 Users Selection
   -

🗑   Close   ⟳ Publish Program

Choose Content Creation Duration & Form

Short

Typically suited for instances where learning is straightforward and doesn't need deep dive.

Medium ⦿

Typically suited for instances where learning extractions will involve few specific questions

Long

Typically suited for instances where learning is very detailed & needs comprehensive session.

Q&A Based Video ⦿

Series of 30sec questions. Collectively takes about 5min to answer.

15min Live Interaction with Moderator

A quick live interaction with moderator to learn about the experience and create content.

Content Moderation Options

Manual

Choose the users who will moderate and approve publishing of content. Helpful when you are just starting with a mode of content creation. System learns from your moderation and trains to be autonomous

Semi Autonomous ⦿

Intelligent policy based flagging of content, only flagged content is sent for moderation and approval.

Full Autonomous   70% accurate

Based on all your moderations and AI Moderation Model, system automatically approves or rejects content from users.

Program Summary

Triggers

Four triggers

Content Form

Medium Length - Async Content

Content Moderation

Semi Autonomous

Questions

Four Questions - Approx. 3min content

Users Selection

-

⌄ **Questions for Async Content Creation** (4 of 10) Approx. 3min content   ⚡ Generate Questions

1   What product offerings you showcased to begin with?   ☰ ⊞

2   How did you place our product against competition?   ☰ ⊞

3   What all unique insights you discovered about this customer?   ☰ ⊞

4   How did you get hold of these insights?   ☰ ⊞

1. Triggers ✓   2. Content ✓   3. Users

🗑   Close   ⟳ Publish Program

⌄ User Conditions

1   User Vintage greater than 60 Days   +

2   Average monthly MRR generated is greater than $30,000   +

3   Sales Team is equals EMEA   +

4   Conversion Ratio is greater than 0.3   +

⊞ **Condition Pattern** Interchange AND/OR operators, and group the conditions using braces.

(1 AND 2 AND 3 AND 4)   ✎ Edit Pattern

Program Summary

⬚ Triggers

Four triggers

⊞ Content Form

Medium Length - Async Content

⊞ Content Moderation

Semi Autonomous

▦ Questions

Four Questions - Approx. 3min content

👤 Users Selection

Four User Attributes
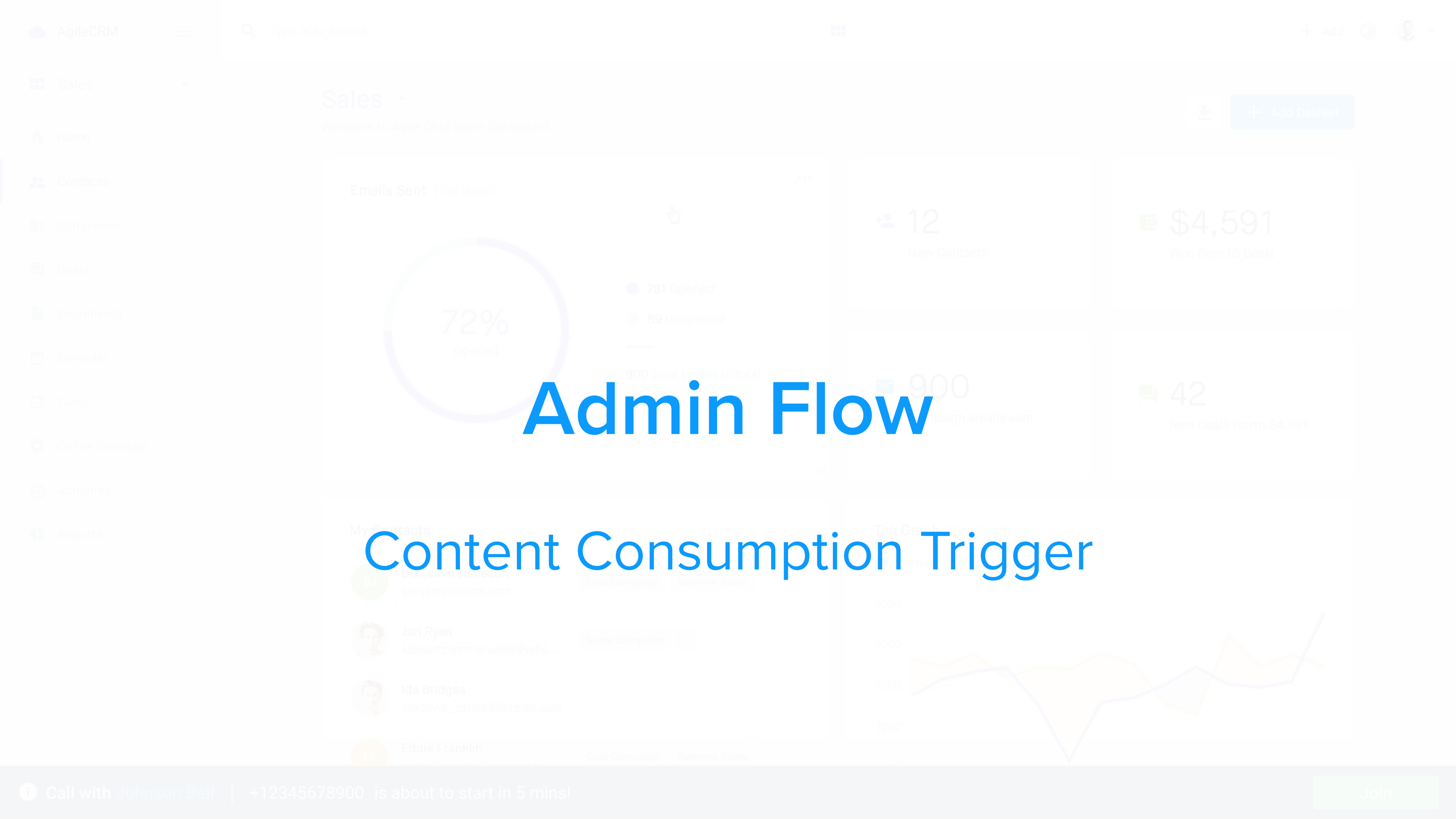
Admin Flow

Content Consumption Trigger

1. Context ✓   2. Content   3. Prompt

🗑   Close   ⟳ Publish Program

Context Criteria

Active Content Consumption ○
Helps learn right before an important activity

Passive Content Consumption
Used to passively engage users and help them learn things on the go

∨ Context Criteria

1	Meeting type is equals Demo Call	+
2	Customer Industry is equals Healthcare vertical	+
3	Potential MRR is greater than $1,000	+

Condition Pattern   Interchange AND/OR operators, and group the conditions using braces.

(1 AND (2 OR 3))   ✎ Edit Pattern

Program Summary

⬚ Passive Context
Three conditions

⬚ Content Form
-

⬚ Prompt Attributes
-

1. Context ✓   2. Content ✓   3. Prompt

🗑   Close   ↻ Publish Program

Choose Content Creation Duration & Form

Audio Tip
Typically suited for instances where learning is straightforward and doesn't need deep dive.

Checklist ○
Typically suited for instances where learning extractions will involve few specific questions

Live Assist
Typically suited for instances where learning is very detailed & needs comprehensive session.

Preview

💡 **Hey Michael** 👋   ⌃

Accelerate your success with this brief survey to efficiently close your lead. Explore the options listed below.

✓ **Complete main UI components**

Would be good if we include every component in design system

○ **Complete main UI components**

Would be good if we include every component in design system

Ignore   **Submit**

Program Summary

☰ Passive Context

Three conditions

🗐 Content Form

Checklist

🗓 Prompt Attributes

-

Close   Publish Program

User Attributes

Select User Attributes ⌄

Last month achievement

Team   ✓

Total Experience   ✓

Expertise   ✓

Gender

Entity Type

Select User Attributes ⌄

Email Response

Price Quote Email

Demo Call

Introductory Call

Cold Call

+ Add More Entity

Demo Call Attributes

Select User Attributes ⌄

Demo Duration   ✓

Customer Industry   ✓

Potential MRR   ✓

Company HQ

Employee Size

Program Summary

Triggers

Four triggers

Content Form

Medium Length - Async Content

Prompt Attributes

Four Questions - Approx. 3min content

Prompt Example

Generate a checklist for user with Team "Healthcare", Total Experience "5 years", Expertise in "Selling to Mid Market", who is about to go on a Demo Call with "Customer Name", with Demo Duration 30min, Customer Industry Healthcare, Potential MRR of $30,000.
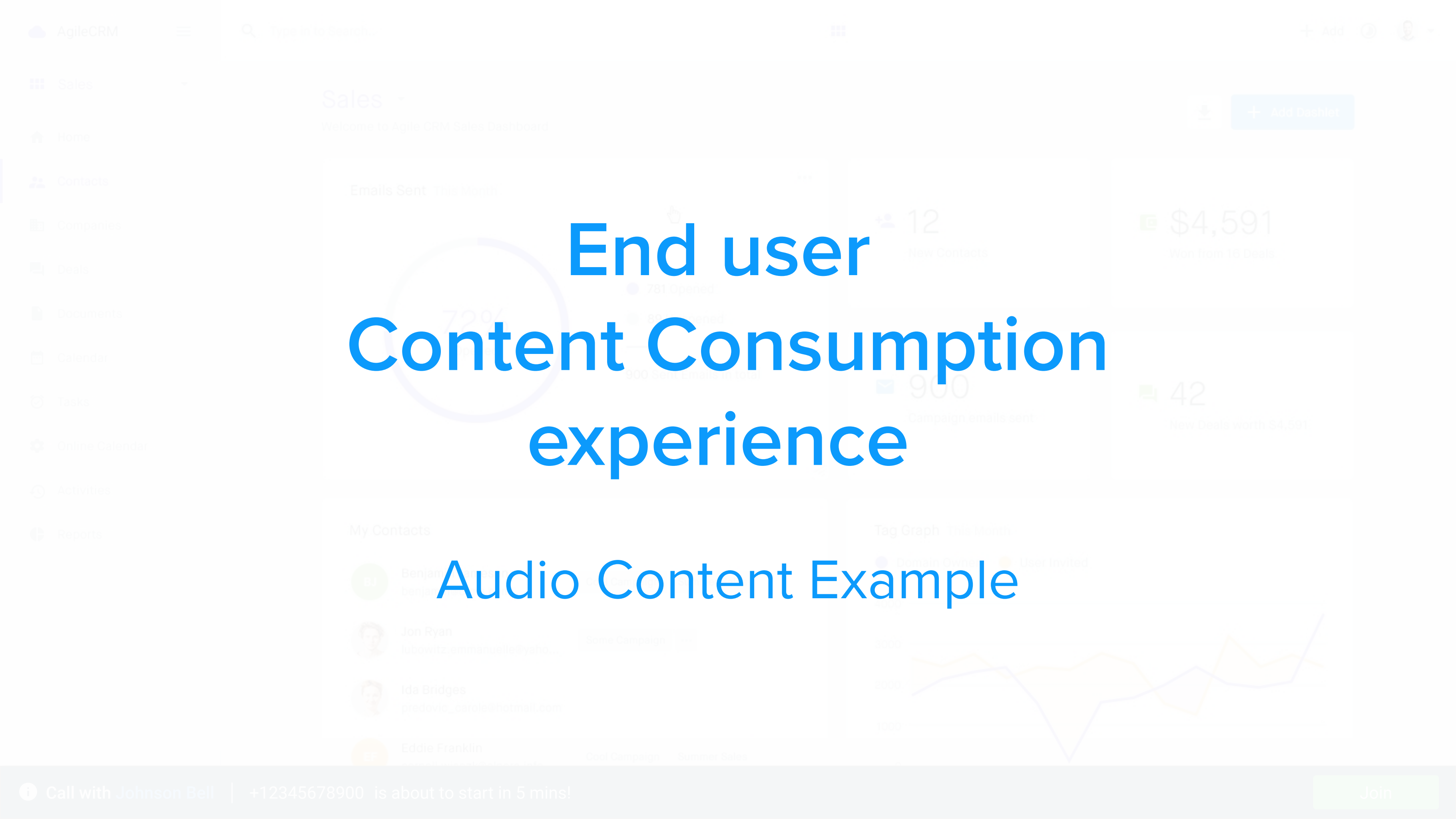
End user
Content Consumption experience

Audio Content Example

AgileCRM

+ Add

Sales

Sales

Welcome to Agile CRM Sales Dashboard

+ Add Dashlet

Sales Navigation
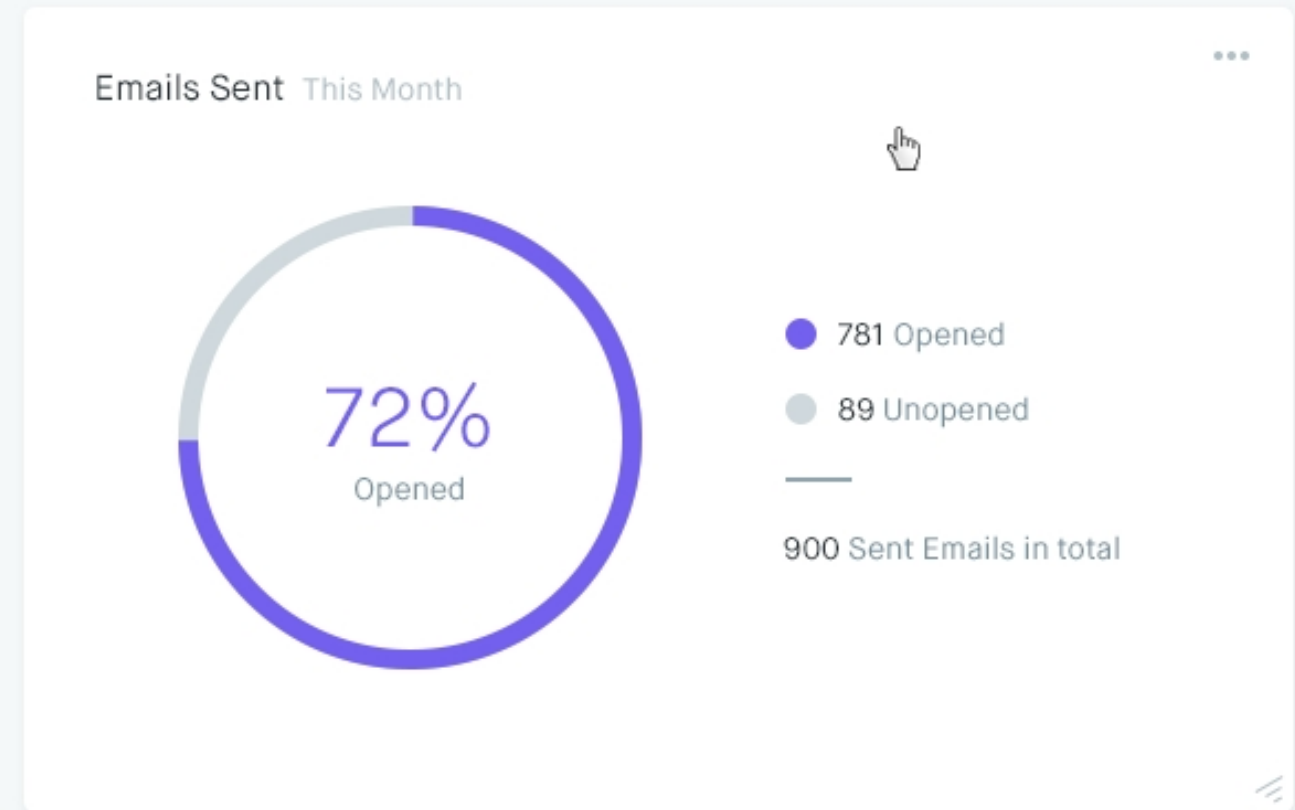
- Home
- Contacts
- Companies
- Deals
- Documents
- Calendar
- Tasks
- Online Calendar
- Activities
- Reports

Emails Sent This Month

72%
Opened

- 781 Opened
- 89 Unopened

900 Sent Emails in total

12
New Contacts

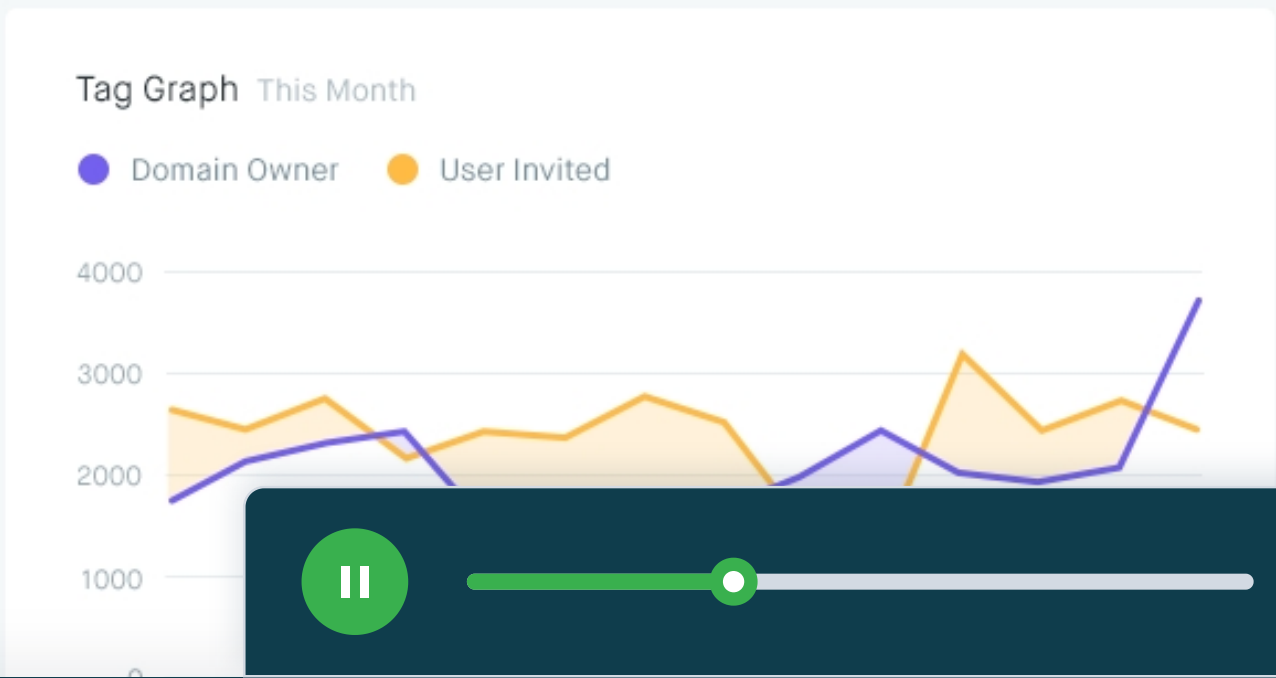**$4,591**
Won from 16 Deals

900
Campaign emails sent

42
New Deals worth $4,591

My Contacts

Benjamin Jameson
benjamin@crms.com
Cool Campaign   Summer Sales

Jon Ryan
lubowitz.emmanuelle@yaho...
Some Campaign

Ida Bridges
predovic_carole@hotmail.com

Eddie Franklin
cornell.wisozk@elnora.info
Cool Campaign   Summer Sales

Tag Graph This Month

- Domain Owner
- User Invited

4000

3000

2000

1000

Call with **Johnson Bell** | +1234567890 is about to start in 5 mins!

Join

Type in to Search..

+ Add

Sales

Sales
Welcome to Agile CRM Sales Dashboard

⬇ + Add Dashlet

Emails Sent This Month ···

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+👤 **12**
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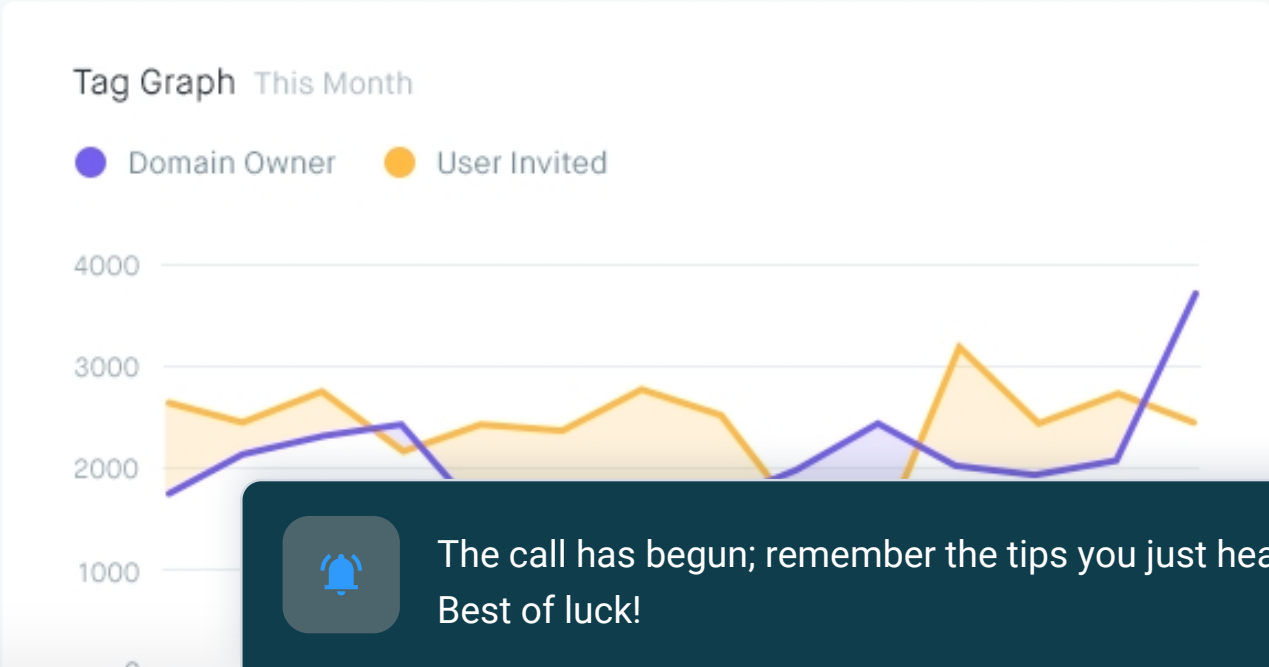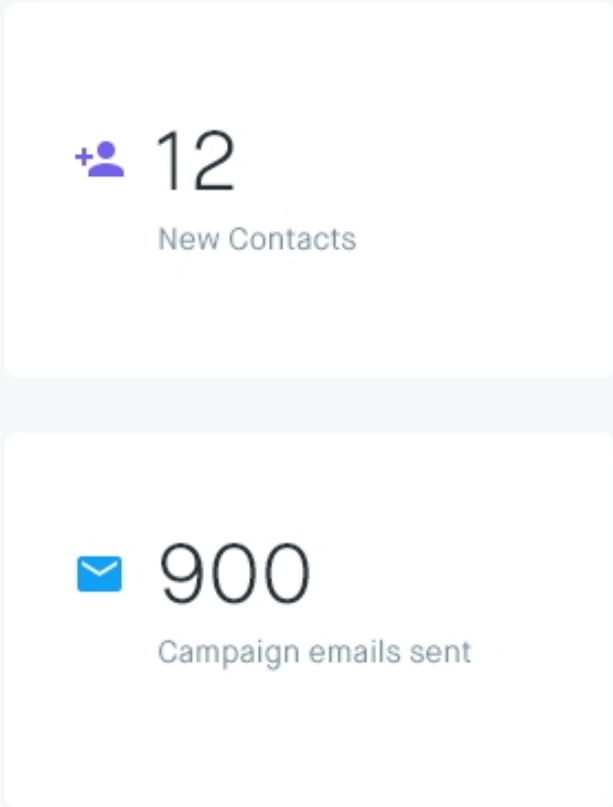
💳 **$4,591**
Won from 16 Deals

💬 **42**
New Deals worth $4,591

My Contacts

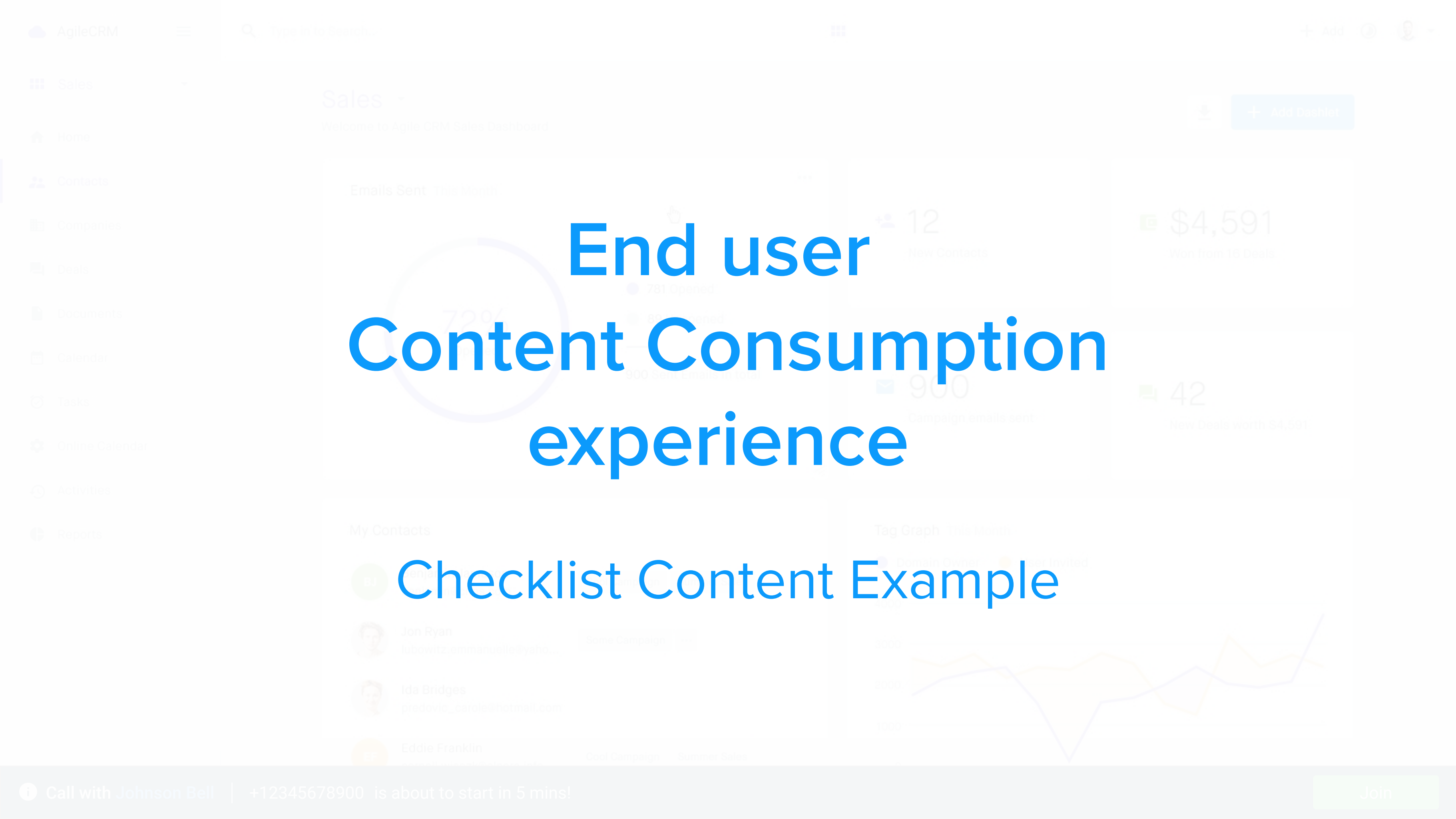**BJ** Benjamin Jameson
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Cool Campaign   Summer Sales

Tag Graph This Month
● Domain

4000

3000

2000

1000

Home
Contacts
Companies
Deals
Documents
Calendar
Tasks
Online Calendar
Activities
Reports

💡 **Hey Michael** 👋 ︿

Unlock success with this brief 30-second tip to effectively close your lead. Click the play button to listen now.

▶ ━━━━━━━━━━━━━━━━ 00:33

ⓘ Call with **Johnson Bell** | +12345678900 is about to start in 5 mins!

Call

AgileCRM

+ Add

Sales

Sales

Welcome to Agile CRM Sales Dashboard

+ Add Dashlet

- Home
- Contacts
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Some Campaign

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Eddie Franklin
cornell.wiocek@alnora.info

Cool Campaign | Summer Sales

Tag Graph This Month

- Domain Owner
- User Invited

4000

3000

2000

1000

00:20

ⓘ Call with **Johnson Bell** | +1234567890 is about to start in 5 mins!

Call

Type in to Search..

Add

Sales

Welcome to Agile CRM Sales Dashboard

Add Dashlet

Sales

Home

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Calendar

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	Ida Bridges predovic_carole@hotmail.com	
EF	**Eddie Franklin** cornell wisozk@alpera info	Cool Campaign Summer Sales

Tag Graph This Month

- Domain Owner
- User Invited

4000

3000

2000

1000

The call has begun; remember the tips you just heard. Best of luck!

ⓘ Call with **Johnson Bell** | +12345678900 | Show caller details

00:05

Hang Up

End user Content Consumption experience

Checklist Content Example

Type in to Search..

+ Add

Sales ▾
Welcome to Agile CRM Sales Dashboard

⊞ Sales ▾

🏠 Home

👥 Contacts

🏢 Companies

💬 Deals

📄 Documents

📅 Calendar

⚙ Online Calendar

⏰ Tasks

🕐 Activities

◔ Reports

⬇ + Add Dashlet

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Some Campaign   ⋯

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predovic_carole@hotmail.com

EF **Eddie Franklin**

Cool Campaign   Summer Sales

Tag Graph This Mo

● Domain Owner

4000

3000

2000

1000

💡 **Hey Michael** 👋   ⌃

Accelerate your success with this brief survey to efficiently close your lead. Explore the options listed below.

○ **Make sure you have read through various pricing**
This task will help you in this stage as buyers are likely to talk about it

○ **Latest AI is feature released, make sure to mention**
This feature has 2x impact on productivity.

Ignore   **Okay**

ℹ **Meeting with Jon Ryan is about to start.!**

Type in to Search..

➕ Add

Sales ▾
Welcome to Agile CRM Sales Dashboard

⬛ Sales ▾

🏠 Home

👥 Contacts

🏢 Companies

💬 Deals

📄 Documents

📅 Calendar

⏰ Tasks

⚙️ Online Calendar

🕐 Activities

◔ Reports

⬇️ ➕ Add Dashlet

Emails Sent This Month
···

72%
Opened

● 781 Opened
● 89 Unopened
―――
900 Sent Emails in total

👤 **12**
New Contacts

💳 **$4,591**
Won from 16 Deals

✉️ **900**
Campaign ema...

My Contacts

Tag Graph This Mo...

● Domain Owner

4000
3000
2000
1000

BJ **Benjamin Jameson**
benjamin@crms.com
Cool Campaign   Summer Sales

Jon Ryan
lubowitz.emmanuelle@yaho...
Some Campaign ···

Ida Bridges
predovic_carole@hotmail.com

EF **Eddie Franklin**

Cool Campaign   Summer Sales

💡 Hey Michael 👋   ⌃

Accelerate your success with this brief survey to efficiently close your lead. Explore the options listed below.

✅ **Complete main UI components**
Would be good if we include every component in design system

⭕ **Complete main UI components**
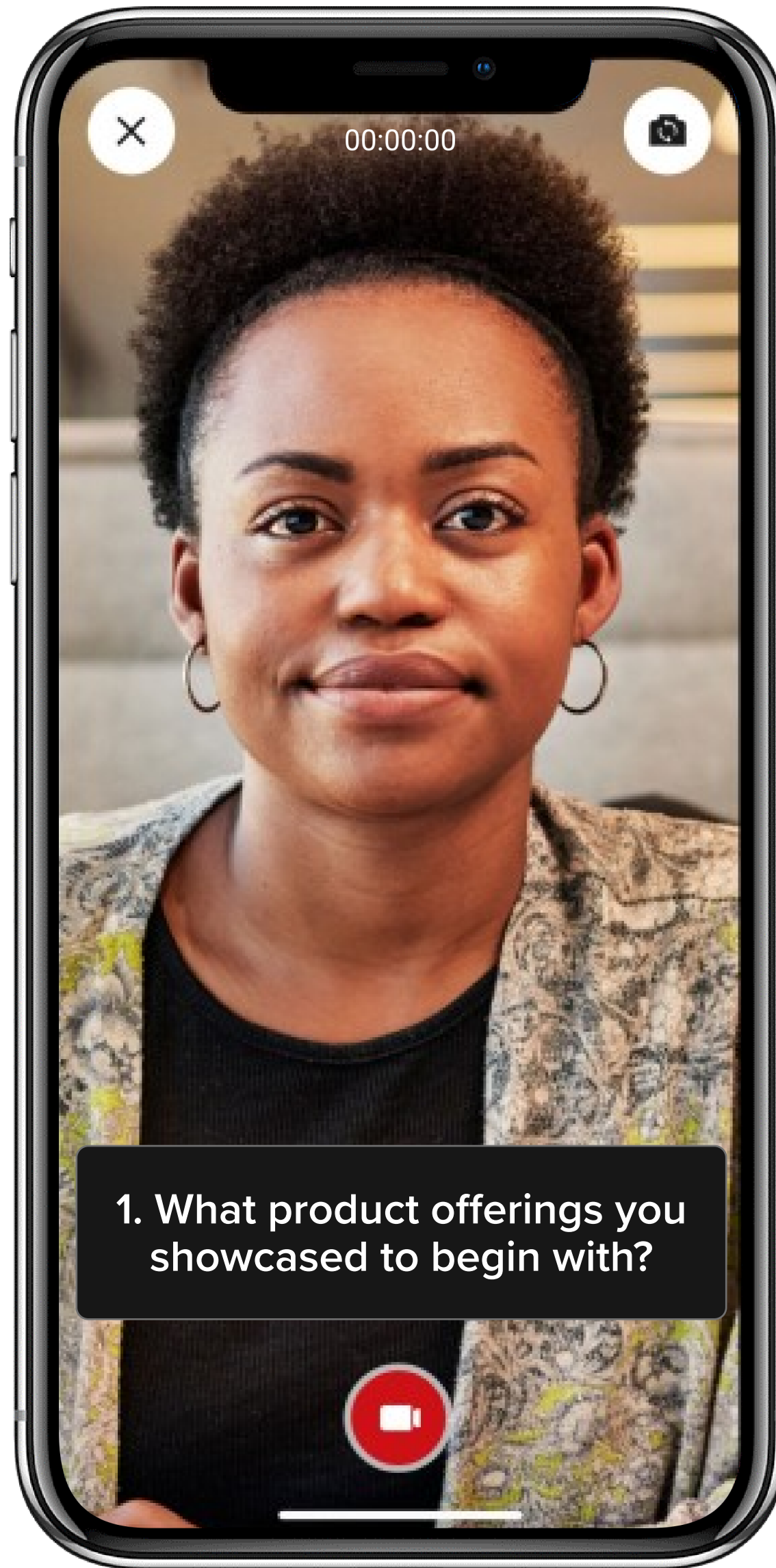Would be good if we include every component in design system

Ignore   **Submit**

ℹ️ **Meeting with Jon Ryan is about to start.!**

End user
Content Creation
experience

Mobile Flow

Hey Jane 👋 now
hyv Click here to record a 30-second video ans
and save it to assist our sales team.

1. What product offerings you showcased to begin with?

3. What all unique insights you discovered about this customer?
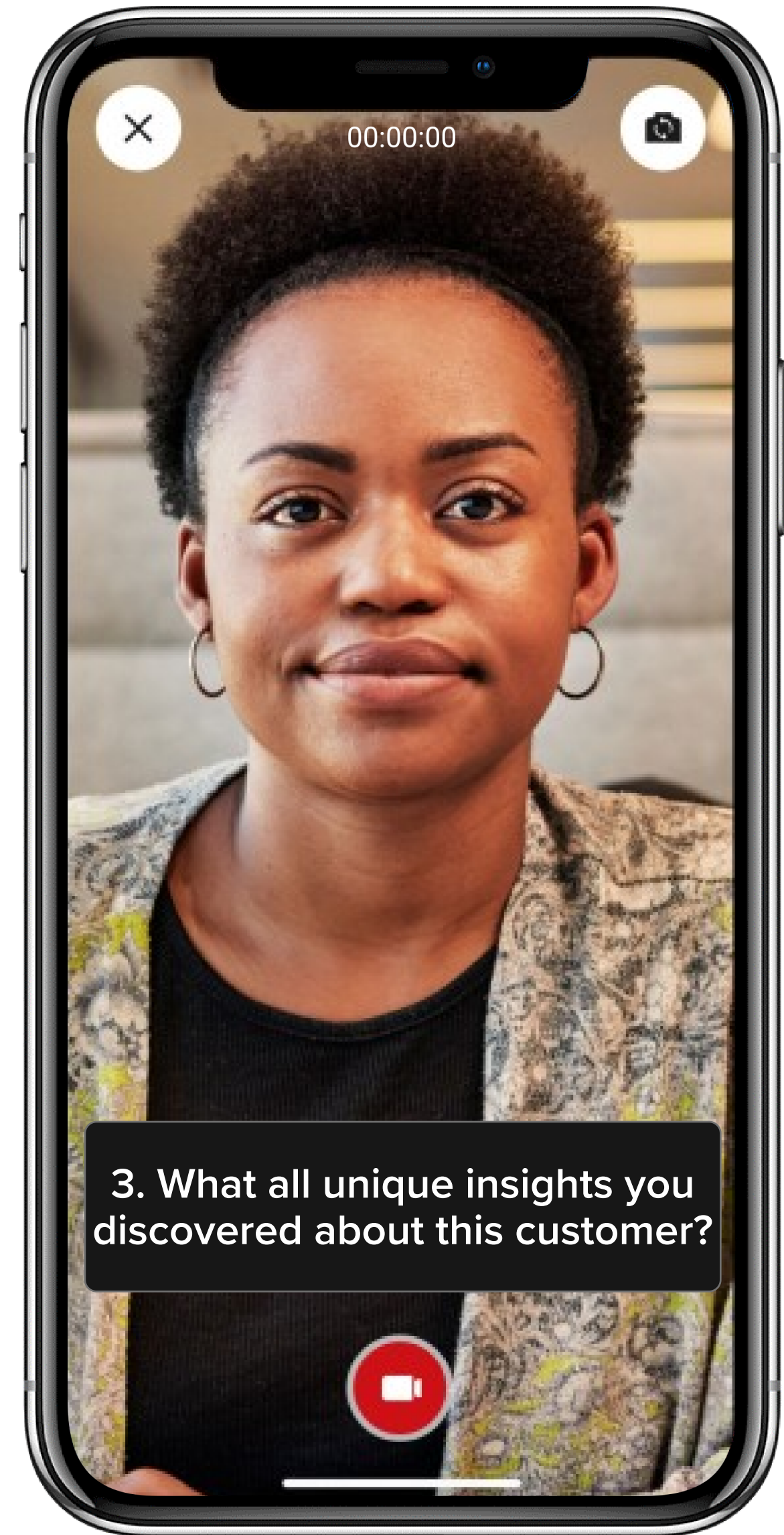
Launch & Metrics

Launch Plan

Category A
Business

Category B
Business

Pick couple of teams in this org & make them use the product

Learn the value it adds to these teams

If value add is high, replicating success across the same org gets easier

Find customers of same size, or industry to grow

North Star & Other Metrics

Amount of peer content consumed on a daily basis

Content Metrics

Weekly content **creation growth** per customer

Content per eligible users **growth** rate

Avg rating on the impact of content

Context Metrics

Total triggers per **customer growth** rate

Trigger created to **acknowledged** ratio

Behaviour Metrics

Trigger to content **consumed** ratio

Trigger to content **created** ratio

Avg. content **consumption completion** percentage

Avg. content **creation completion** percentage

Thank you!