

The Revenue Operations Difference



Revenue Operations – or RevOps – is far from just the latest in a series of industry buzzwords. It's a singularly-focused business initiative to drive more predictable and sustainable revenue. The first step to implementing it is to understand what it truly is and the impact it has on enterprise revenue goals.

So, what is the big deal about Revenue Operations and why does it make such a difference?

1 Alignment

In a recent survey of large enterprises, only

29%

have fully aligned their sales, marketing and customer experience teams. Yet, **69%** are working toward full alignment.

Why does that matter? Because respondents overwhelmingly indicated that misalignment between these teams led to **missed opportunities for revenue** (55%), **wasted time** (59%) and **poor customer experience** (59%).



2 Maximizing Revenue Opportunities

When it comes to decisions about driving revenue, just **61%** of overall respondents said they have insight into data from finance that allows them to make better decisions. That number goes up considerably, however, when focusing on RevOps-enabled enterprises:



78% 

of fully aligned teams said they have insight.

75% 

of those identifying as "far above revenue goals" said they have insight.

76% 

of best-in-class CX companies said they have insight.

3 Customer Experience (CX)



Only 18% of companies rate their customer experience as excellent (best-in-class).

However, 45% of firms that achieved "far above revenue goals" **have best-in-class CX.**

Furthermore, 41% of firms that are **fully aligned** have best-in-class CX.

4 Data and Technology

Optimized technology is another key differentiator. Only

10%

of overall respondents rated the optimization of technology as "excellent". For RevOps-enabled enterprises, however, that figure jumps to 33%:

Knowledge Base
Lead Gen **CMS**
SEO **CRM** **Lead Gen**
Sales Enablement **Knowledge Base**
SEO **CRM**
CMS **Email Automation**

5 Employee Experience Challenges

The primary challenges to talent acquisition, development and retention for overall respondents were **budget constraints** (38%), **poor employee experience** (33%), and **lack of understanding of new skills required** (32%). RevOps-enabled enterprises, on the other hand, cited lack of flexibility with remote/office employees as their #1 challenge.

Their RevOps maturity means they have a more engaged and invested workforce free to focus on driving revenue rather than commonplace career concerns. From alignment to customer experience and beyond, the RevOps difference is tangible, and it could make or break your organization's revenue goals.

