

Is your business operating efficiently?



First, you need to ask, What is operational efficiency anyway?

Many (mistakenly) believe it boils down to cutting costs—but blindly slashing budgets can injure the quality of the products or services you provide.

That's why, during the Great Recession, even though **79%** of businesses cut costs, only **53%** of executives think it helped.¹

Operating efficiently is about allocating costs to the right resources so you're able to offer your products and services without sacrificing quality, and with minimal impact on your bottom line.

What does operational efficiency look like?

Consider how technology could help you accomplish crucial goals within three key pillars of your business:

PILLAR ONE

Strategizing and Planning



GOAL

Find the content you need when you need it

FUNCTIONALITIES

- A single, centralized content library
- AI-driven, situationally aware search

Seamlessly kick off and keep track of work

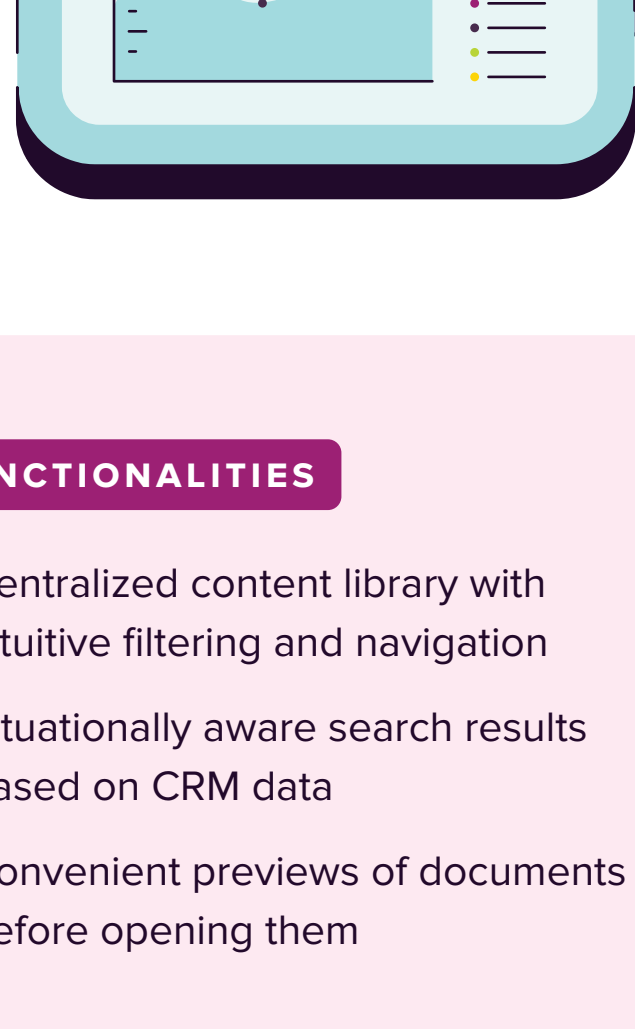
- Intuitive, pre-built project templates
- Streamlined task assignments and notifications

Leverage insights to demonstrate value and manage expectations

- Efficiency and attributed-revenue metrics
- Out-of-the-box reports

PILLAR TWO

Sales Content Management



GOAL

Better search for faster finds and recommendations

FUNCTIONALITIES

- Centralized content library with intuitive filtering and navigation
- Situationally aware search results based on CRM data
- Convenient previews of documents before opening them

Review, approve, and publish with transparency

- Simple tagging that aligns with your metadata hierarchy
- Always know who sees your newly published content
- Sortable content approval dashboard

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

- Digital watermarking
- Guided deck assembly based on pre-built questions
- Incorporate and manipulate library content without leaving PowerPoint

Get immediate answers to sudden questions

- Simply type your question into Slack or Google Chrome
- Receive an accurate crowd-sourced bot response right away
- Quickly validate answers for greater accuracy over time

PILLAR THREE

Learning and Coaching



GOAL

Create engaging, mobile-friendly lessons in minutes

FUNCTIONALITIES

- Utilize a single, integrated learning environment
- Build media-rich lessons in just a few clicks and drag-n'-drops

GOAL

Automatically assess and improve communication effectiveness

FUNCTIONALITIES

- Assign practice modules that simulate real-life customer interactions
- Leverage AI-driven sentiment analysis to measure clarity, confidence, and credibility

GOAL

Schedule and evaluate assignments at scale

FUNCTIONALITIES

- Assess and provide individualized feedback for hundreds of learners at a time
- Aggregate results to identify strengths and areas for improvement

GOAL

Demonstrate how learning impacts the business

FUNCTIONALITIES

- Training dashboard and a readiness scorecard focused on customer-facing skills
- Create joint dashboards based on data from across platforms

Enablement technology makes all of this a reality

Enablement technology **saves 13 hours** of previously lost time per week.

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

84% of users say increasing investments in enablement technology will help them **operate more efficiently**.²

Seismic is the global leader in enablement technology, offering an integrated, cloud-based platform designed to introduce efficiencies to the core pillars of your business. See real returns on your investment, including go-to-market alignment, faster time-to-market, quicker time-to-productivity, greater content usage, tech stack consolidation, higher employee retention, and so much more.

Ready to learn more? [Speak with our team to get started.](#) →



¹https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/a-better-way-to-cut-costs
²https://seismic.com/resources/reports/seismic-value-of-enablement-report/