Chicago Blackhawks Rebuild Data Trust and **Boost Reply Rates by 34%** with SalesIntel

80% active-rep adoption rate

25% shorter ramp-up time

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> "We struggled with buy-in from sales reps on the previous platform due to mistrust in data quality and a lack of coaching. SalesIntel has solved those - and so much more - already.
> We now have way more relevant contact information for reps to use."

Matt Schroll,
Director of Ticket Sales, Chicago Blackhawks

Overview:

The Chicago Blackhawks, one of the NHL's iconic Original Six franchises, consistently draw massive crowds to the United Center. Behind the scenes, the ticket-sales team works relentlessly to fill suites, clubs, and premium seats, many sold through corporate hospitality and group programs. To succeed, the team depends on accurate data and a sales enablement stack reps can trust and actually use.

The Challenge:

Despite having a data provider in place, the Blackhawks' sales team faced critical obstacles that were holding them back:

- **Low Rep Adoption:** Only about 50% of sales reps used the previous data platform, largely due to concerns around data reliability.

- **Inaccurate and Incomplete Contacts:** Misdirected titles, bounced emails, and missing phone numbers led to wasted outreach and growing skepticism.

- **Limited Sales Enablement:** The former vendor offered little to no onboarding or coaching, leaving new reps to navigate the system alone.

The Solution:

Partnering with SalesIntel addressed both the data and enablement challenges with a hands-on, practical approach:

- **Human-Verified Contact Data:** Delivered clean, accurate contact details for key buyer personas such as HR leads, event planners, and corporate hospitality heads.

- **Live Coaching & Sales Enablement:** Success managers conducted live Zoom workshops and provided ongoing best-practice training tailored to rep needs.

- **Frictionless List Building:** With browser extension and CRM sync, reps could build and enrich lists in seconds, cutting down on manual work and errors.

The Outcome:

SalesIntel empowered the Blackhawks' sales team to rebuild trust in their tools and maximize outreach productivity:

- **55% reduction in bad or incomplete contact records within the first month.**

- **80% active rep adoption,** up from ~50% on the previous platform, driven by trusted data and practical coaching.

- **34% increase in email reply rates** on campaigns powered by SalesIntel contacts.

- **25% faster ramp-up for new reps,** thanks to structured training and plug-and-play contact lists.

Don't just be inspired by results, create your own. If this success story sparked ideas, let's turn them into action. Request your demo today and get a walkthrough tailored to your goals.

Request a Demo