



Kona AI Transformed Revenue Generation with SalesIntel



3x
Faster Pipeline
Velocity



25%
More Intent-Qualified
Leads



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Scott Mullins,
Director of Marketing, Kona AI

Overview:

Kona AI is a conversational-AI platform designed to help enterprises automate and optimize customer interactions across web, mobile, and messaging channels. With its mission to boost engagement, resolution speed, and ROI, Kona AI required a robust GTM solution that could match its rapid growth goals.



The Challenge:

Kona AI's transition from a competing platform wasn't smooth. From day one, they faced onboarding issues, support challenges, and outdated prospecting methods that hindered revenue growth.

- **Adversarial onboarding** from their previous vendor led to skepticism and trust issues.
- **Limited support and enablement** delayed adoption and hurt productivity.
- **Manual, disjointed prospecting** slowed pipeline development and reduced targeting accuracy.
- **No access to real-time intent data**, making it hard to prioritize in-market accounts.
- **Inefficient contact discovery**, with reps spending time hunting for verified decision-makers.



The Solution:

SalesIntel provided Kona AI with a modern, intent-powered data platform backed by proactive customer success, replacing frustration with enablement and precision.

- **Dedicated Customer Success Manager** who ran live onboarding workshops and gave tailored support.
- **Bombora intent data** integrated with SalesIntel's proprietary VisitorIntel to identify high-intent accounts weekly.
- **RevDriver browser extension** enables one-click enrichment of contacts directly on LinkedIn and websites.
- **Real-time firmographic and technographic filters** to create targeted ICP lists.
- **Verified contact data**, including direct dials and emails, to improve outreach velocity.



The Results:

With SalesIntel, Kona AI streamlined their GTM operations and unlocked higher revenue potential through better data, faster targeting, and deeper insights.

- **3× faster pipeline velocity**, reducing discovery cycles from 3 days to 1.
- **25% increase in intent-qualified lead conversions**, thanks to sharper prioritization.
- **40% reduction in list-building time** using RevDriver's instant enrichment.
- **<60-minute average support response time**, minimizing campaign delays.
- **18% growth in quarterly pipeline velocity**, accelerating progression from outreach to opportunity.

“We came from a competitor and it was almost adversarial from the start. SalesIntel took a genuine interest in our goals and delivered with some of the best customer success support I have ever seen. The Intent and RevDriver functionality is great, allowing our sales and marketing teams to generate revenue faster. Complete game changer!”

– Scott Mullins, Director of Marketing, Kona AI



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create your own. If this success story
sparked ideas, let's turn them into action.
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walkthrough tailored to your goals.

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