Redis Labs grows customer references by 120X with TechValidate

Lisa Contini
Vice President Sales Enablement, Redis Labs

“One of the challenges I face in my role is that customers no longer need salespeople as early in their purchasing process as they did 15 years ago.”
Lisa Contini, Vice President Sales Enablement, Redis Labs

How Redis Labs uses TechValidate to strengthen sales enablement and product marketing with case studies and collateral

120x
Increase in customer references

8.5k+
Data points collected

80+
Case studies created

THE CHALLENGE

Enabling the Sales team with case studies and customer insights

As the Vice President of Sales Enablement at Redis Labs, which provides in-memory database platforms, Lisa Contini relies on both hard data and the human stories that flow underneath those numbers. Her team is tasked with creating customer advocates, developing effective collateral, and strengthening the sales and product marketing teams, all of which require providing detailed insights at every step of the way.

Contini was looking for a way to understand when customers want to connect with the sales team, what questions they have, and what obstacles they face in securing internal buy-in—as well as create targeted customer stories to help convert prospects.

THE ANSWER

References and insights sourced from TechValidate

Contini and her team turned to TechValidate to streamline the customer reference process for their advocacy community, Redis Stars, from outreach to case study
development. Automating certain parts of the process has helped the team rapidly grow the Redis Labs community and get a better understanding of their customers—from the purchase experience to stumbling blocks.

By creating targeted case studies in a fraction of the time it would take with traditional methods, TechValidate enables the sales team to speak to specific issues and questions that are likely to arise for prospective customers.

“We want to understand the operational value of what we’re delivering and how we’re helping customers meet their business goals faster,” Contini says.

Contini also uses the SurveyMonkey platform as an important part of the sales enablement team’s professional development. Before completing an education or team-building session, each person receives a “pre-test” through SurveyMonkey on the material to be covered.

Post-tests are sent afterward to provide a look at how well the learning goals resonated. Development opportunities can be targeted around what the team is hearing from customers through TechValidate.

**THE TAKEAWAY**

**More customer references and case studies in a fraction of the time**

Using TechValidate, the team has been able to quickly grow a library of customer references and collateral. Many companies try to develop one case study a month; Redis Labs has published over 80 case studies in the last two years using TechValidate.

The boost in collateral has also had a positive impact on the Redis Stars community. A few years ago, the program had 15 active advocates; today it’s 1800 strong. A thriving reference program has strengthened the partnership between sales enablement and product marketing, enabling the company to use data from both teams to prioritize specific personas and target markets.

With TechValidate, Contini sees ample opportunity for Redis Labs to continue to grow their reference base and tell the right marketing stories at the right time. She feels that her team’s success has been due to its access to strong customer advocates and the collateral TechValidate creates. Together, TechValidate and SurveyMonkey create what Contini refers to as “evidence-based sales enablement.” The team doesn’t rely on anecdotes alone; instead, it can track performance and trends over the long term, creating an adaptable, smart sales department.

“The companies that are going to excel in the world will be those that learn how to use tools like TechValidate to capture data and use it to make good, informed business decisions.”

Lisa Contini, Vice President Sales Enablement, Redis Labs

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