

Guide

# Climbing the RevOps maturity curve in the AI age

Steal the secrets of high-performing RevOps pros with real-world examples from leading teams

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# No two **RevOps** leaders operate exactly the same.

From company to company, you go by different names, report to different stakeholders, and own different workstreams.

But in the data- and tech-heavy world of modern go-to-market, you're the person responsible for building, managing, and optimizing the end-to-end pipegen engine.

At Common Room we're lucky to partner with a wide variety of [RevOps](#) leaders and teams, from armies of one at small startups to wide-reaching business units at large enterprises.

While our RevOps customers all have their unique pain points and priorities, we've recognized a maturity curve in terms of the problems they're trying to solve and the goals they're trying to achieve.

Consider this your guide to the obstacles and opportunities that come at different phases of the RevOps maturity curve—designed *for* RevOps professionals, with learnings *from* RevOps professionals.

It's not a rubric or a benchmark.

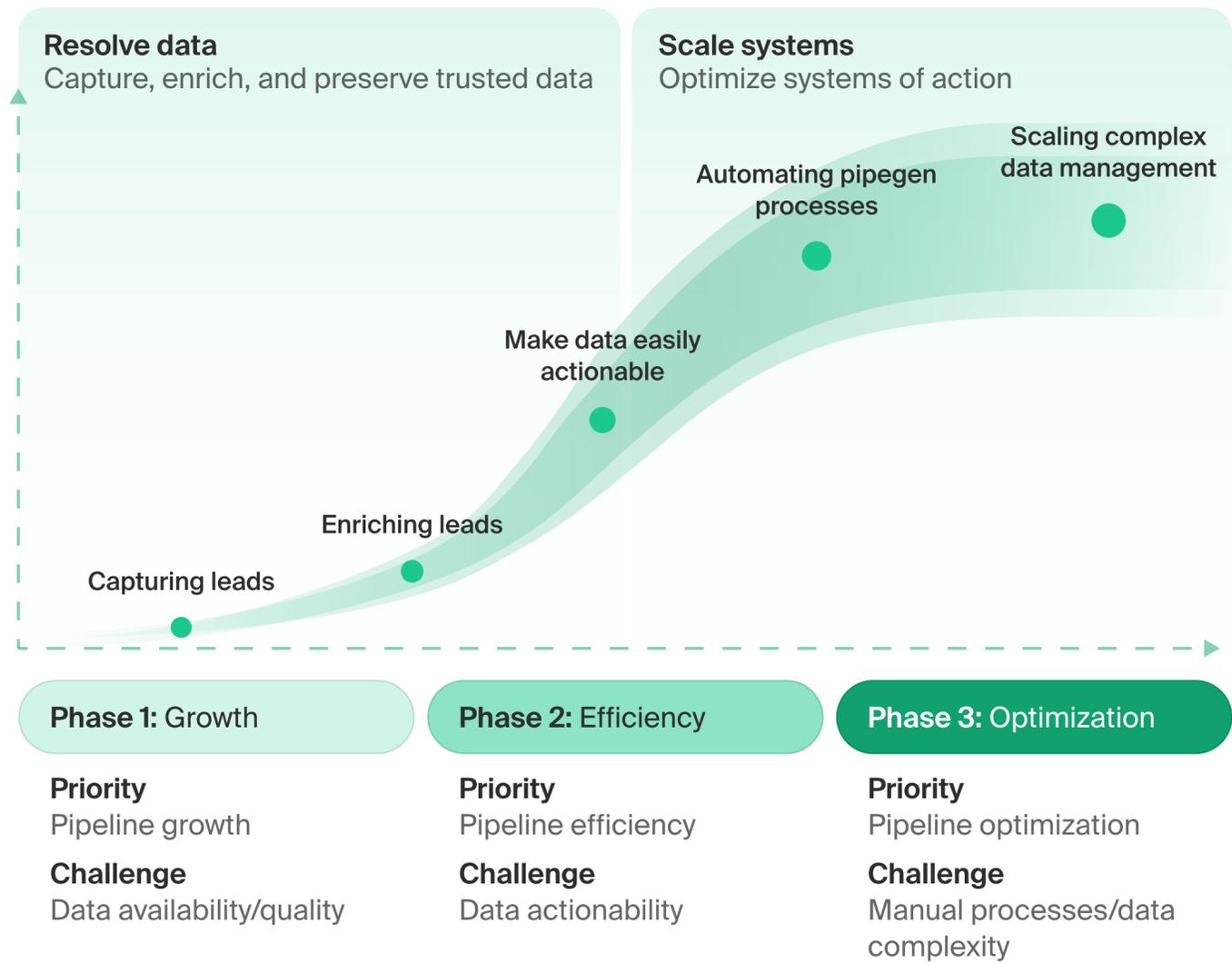
**It's a map for where you are today, where you want to go, and the proven playbooks that will get you there.**

# 3 phases of the RevOps maturity curve

We bucket RevOps maturity—that is, the top priorities and challenges RevOps leaders are focused on—into three phases: growth, efficiency, and optimization.

The primary challenge in phase 1 is data availability and quality. In phase 2 it's data actionability. And in phase 3 it's manual processes and data complexity.

It's possible to tackle issues in different phases at the same time, but, in our experience, the best results come from systematically working your way up the maturity curve one phase at a time, moving from resolving data to scaling systems.



*\*Data is based on a survey of 30 RevOps leaders at SaaS companies with between 50-10,000 full-time employees.*

**💡 RevOps learning**  
47% of RevOps professionals told us that they're measured against pipeline value and ACV in their roles.\*

# The lead capture challenge

## What's top of mind for RevOps

Sales needs more quality leads to work. RevOps is tasked with building the systems that will deliver them.

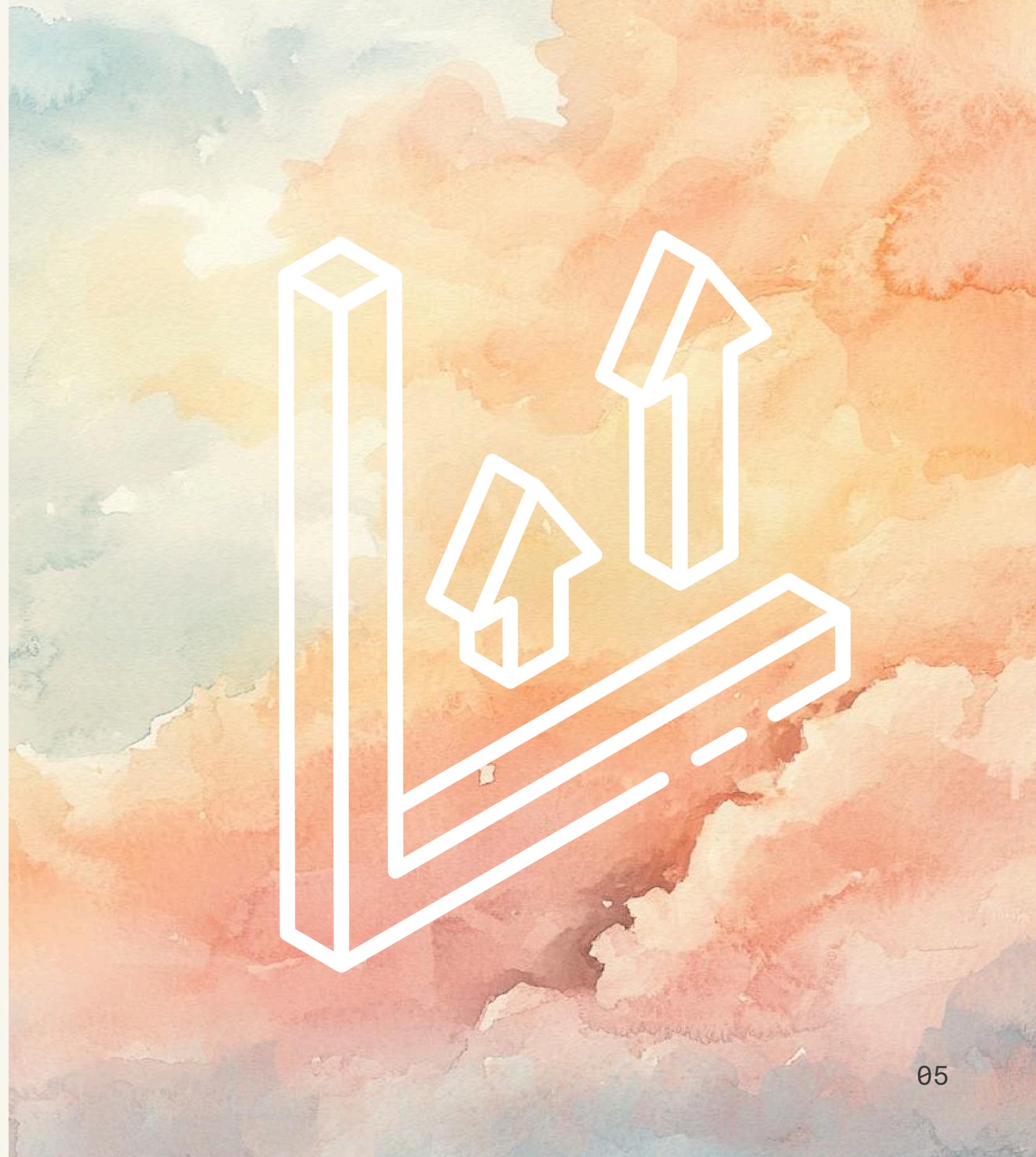
## What's standing in the way

Modern buyers don't raise their hands like they used to. They're more likely to source product short lists on their own and less likely to fill out a form.

In fact, 61% say they [prefer a rep-free buying experience](#).

### 💡 RevOps learning

50% of RevOps professionals told us that the biggest pipeline blocker sellers face is not having enough leads to work.



# The lead capture solution

## Expanding buying signal capture footprint

RevOps leaders are expanding the types of buying signals they capture to generate larger pools of quality prospects showing intent.

This includes signals like product usage, website visits, social engagements, open-source activity, community interactions, job changes, job listings, news events, and keyword searches.

They're also doubling down on surfacing low-hanging fruit hidden in

their existing data sources, such as closed-lost accounts in Salesforce and intent signals shared on Gong calls.

Additionally, RevOps leaders are identifying “custom signals” via AI. This includes publicly available information teams can mold to their GTM motions for targeting, prioritization, and messaging, like 10-K releases, earnings calls, podcast interviews, risk analysis, competitive landscape, and more.

## Key practices

### ✓ Increase signal breadth

Track diverse buying signals across channels to identify more high-intent prospects earlier in the buying journey.

[Learn more ↗](#)

### ✓ Automate signal capture

Automate signal capture and data structuring to eliminate manual processes and make insights immediately actionable.

[Learn more ↗](#)

### ✓ Automate prospecting

Automate the process of identifying and enriching prospects based on ICP criteria to rapidly surface high-fit leads without manual research.

[Learn more ↗](#)

# The lead enrichment challenge

## What's top of mind for RevOps

Sales needs context and contact information to reach out. RevOps is tasked with helping reps reach the right person with the right message.

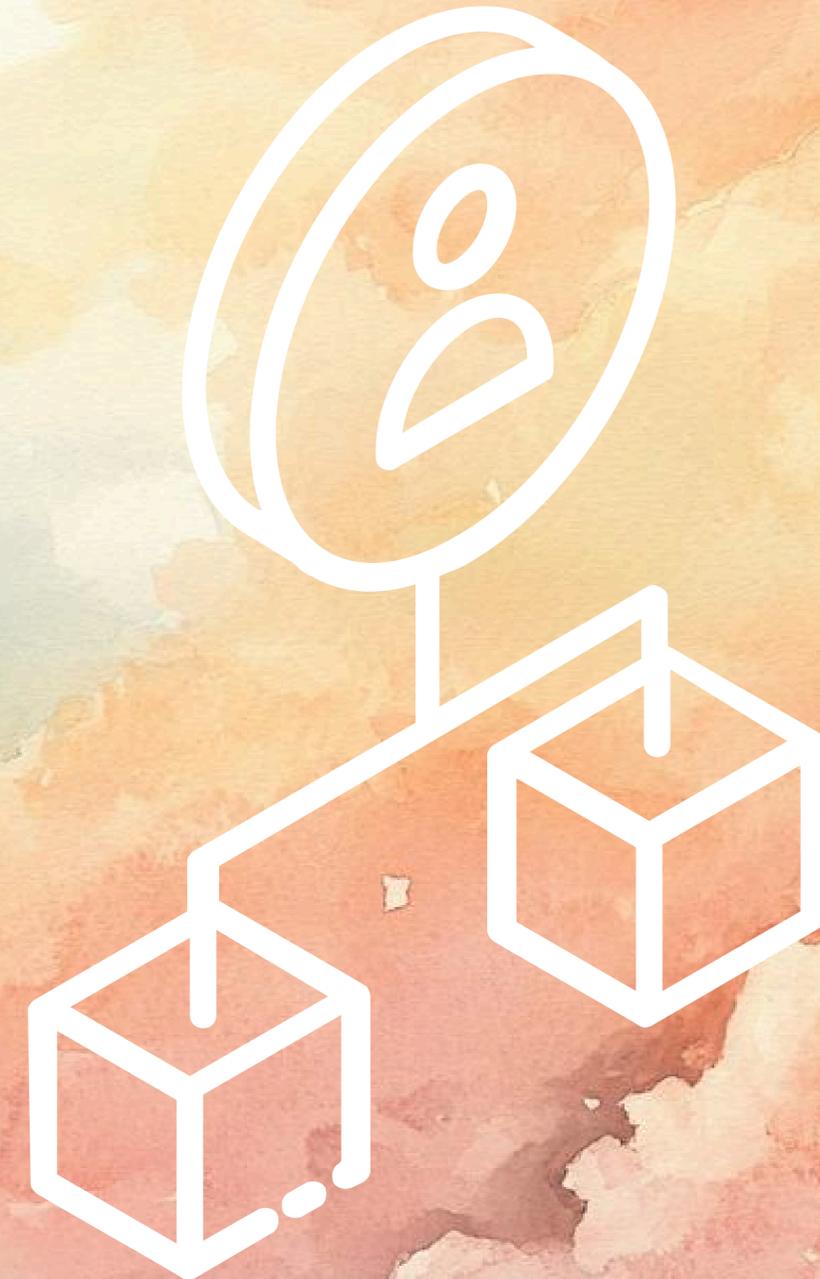
## What's standing in the way

Dark-funnel activity is difficult to track. Resolving the identity of the person behind it is next to impossible.

Meanwhile, enrichment tools are costly, complicated, and prone to errors due to rapid data decay and inaccurate source data.

### 💡 RevOps learning

Nearly 75% of RevOps professionals told us that they're viewed as strategic by the rest of the GTM org, but are often hampered by issues like data quality and system reliability.



# The lead enrichment solution

## Improving enrichment reliability

RevOps leaders are replacing manual enrichment workflows—uploading CSVs to enrichment providers, stitching together multiple enrichment outputs, and so on—with fully automated AI waterfall enrichment to maximize speed, accuracy, and long-term utility.

Person-level identity resolution is exponentially enhanced via AI-assisted profile merging and deduplication that isn't available via standard enrichment today.

AI also provides automated quality control that proactively predicts data accuracy to prevent bad enrichment data from snowballing downstream.

Additionally, since this waterfall enrichment is continuous, data is consistently updated over time, preventing it from going stale and eliminating the need for costly re-enrichment.

## Key practices

### ✔ Automate identity resolution

Merge prospect activity across channels using AI-assisted deduplication to create unified profiles and turn anonymous activity into known contacts.

[Learn more ↗](#)

### ✔ Automate waterfall enrichment

Use AI to layer multiple enrichment providers and validate data quality by cross-referencing sources to ensure the most accurate information.

[Learn more ↗](#)

### ✔ Automate enrichment updates

Implement continuous data refreshes to prevent information decay and keep data current without manual updates or re-enrichment costs.

[Learn more ↗](#)

# Real-world example



## Problem

Sales reps at Workvivo were manually searching for buying signals using various point solutions and hopping between tools to stitch them together.

This made it difficult to scale a consistent signal-based pipeline motion across the team.

## Solution

Workvivo's Head of Marketing Operations Harvey Jewell used Common Room's AI-powered data and signal capture to automatically track relevant buying signals across digital channels—including web visits, LinkedIn engagements, job changes, and more—and centralize them in one place for the sales team.

This provided reps with a much larger pool of quality prospects to choose from.

## Results

Within one month of rolling out Common Room to its BDR team, Workvivo saw the number of meetings booked increase by 40%.

“Having all of our data and signals in one place is a game changer. There's big time savings. Common Room is a prerequisite now for every BDR.”



**Harvey Jewell**  
Head of Marketing Operations, Workvivo

## RevOps win

Harvey saved both the sales team and himself hours of work on identifying quality leads while also ensuring BDRs followed a prescribed pipeline process.

# Real-world example



## Problem

Sales reps at Weaviate were struggling to gain visibility into activity happening across GitHub and other digital channels where anonymity is the norm.

This made it difficult to surface contact info, prioritize leads, and personalize outreach.

## Solution

Weaviate's Director of RevOps Soham Maniar used Common Room's AI-powered identity resolution and waterfall enrichment to reveal the people and accounts active across Weaviate's digital ecosystem, including names, job titles, work history, email addresses, phone numbers, social handles, cross-channel activities, and more.

This allowed reps to take action on intent signals right away and eliminated the need for manual processes or additional enrichment vendors.

## Results

Over the course of six months using Common Room, Weaviate saw a 3x increase in pipeline.

“Common Room centralizes tooling and increases rep efficiency. As a RevOps professional, that’s the whole game.”



**Soham Maniar**  
Director of RevOps, Weaviate

## RevOps win

Soham consolidated multiple tools and processes, allowing him to cut costs, save time, and simplify day-to-day workflows for him and his team.

# The data actionability challenge

## What's top of mind for RevOps

GTM teams struggle to access and take action on the data available to them. RevOps is tasked with simplifying the signal-to-send workflow.

## What's standing in the way

Data is stored in overly technical or siloed systems that aren't designed for prospecting, like CRMs and BI dashboards.

It's reported that sales teams [bounce between an average of 10 tools](#) in their work, making it hard to take action on relevant data quickly.

### 💡 RevOps learning

60% of RevOps professionals told us that data quality/data management is a top challenge.



# The data actionability solution

## Creating a prioritized view for reps

RevOps leaders are implementing systems that eliminate confusion for reps.

Examples include:

- Prospect lists that are automatically customized based on a rep's book of business in SFDC
- Transparent, contextual scoring that highlights hot leads based on fit and behavior

- Automated tagging that surfaces economic buyers and ideal personas
- Tracking that pinpoints accounts with a high volume of or rapid increase in signals

By removing guesswork (and manual grunt work), RevOps leaders make it easy for reps to focus on selling.

## Key practices

### ✔ Automate segmentation

Automate list building based on reps' books of business using behavioral and firmographic signals to ensure fresh, relevant leads.

[Learn more ↗](#)

### ✔ Automate contextual scoring

Automate transparent scoring models that provide visibility into fit and behavior so reps understand which prospects to prioritize and why.

[Learn more ↗](#)

### ✔ Automate prioritization

Automate spotlighting of key contacts and accounts based on persona, signal volume, and trends to help reps prioritize prospecting efforts.

[Learn more ↗](#)

# The data actionability solution (continued)

## Making data available where reps work

RevOps leaders are delivering relevant data (and the ability to take action on it) to reps wherever they work versus forcing them to hop between tabs.

By making it possible for reps to incorporate key information and actions into their preferred workstreams, RevOps enables them to sell faster and easier.

This includes making data and signals available across popular sales surfaces as well as ensuring reps can activate sales engagement tooling without switching screens.

## Key practices

### ✔ Extend buyer intelligence

Deliver buyer intelligence within existing tools to eliminate tab-switching and keep reps focused on selling rather than searching for information.

[Learn more ↗](#)

### ✔ Implement real-time alerting

Notify reps instantly when high-intent activities occur, including actionable context, to increase speed-to-lead and enable timely engagement.

[Learn more ↗](#)

### ✔ Integrate SEPs

Integrate buyer intelligence with sales execution platforms to speed up and scale tailored outreach with minimal friction.

[Learn more ↗](#)

# Real-world example

 **Anyscale** (making data easily actionable)

## Problem

Sales reps at Anyscale struggled to know which leads to prioritize and when.

This made it difficult to engage high-quality prospects quickly and consistently.

## Solution

Anyscale's Marketing Operations Manager Bill O'Connor used Common Room's signal-based scoring to align the sales team on one stack ranked list that incorporates every data point and buying signal into scores for prospects and accounts.

High-scoring leads are pushed to tailored segments where AEs can quickly gather context and execute outreach via prebuilt Gong flows—or push prospects to marketing for nurturing.

This enabled reps to rapidly prioritize leads within their books of business and reach out at the right time.

## Results

Within one quarter of rolling out its new GTM framework with Common Room, Anyscale [saw a 2x increase in pipeline](#).

“Common Room is both the brain behind our GTM strategy and the action layer. For sales and marketing, the day starts and ends in Common Room.”



**Bill O'Connor**  
Marketing Operations Manager, Anyscale

## RevOps win

Bill positioned Ops as the architect behind the company's end-to-end revenue engine and strengthened alignment between sales and marketing in the process.

# The pipegen automation challenge

## What's top of mind for RevOps

Sales spends valuable selling time conducting research and crafting messaging. RevOps is tasked with streamlining the process.

## What's standing in the way

Time-crunched reps must toggle between multiple systems—or use prompt-and-pray AI workflows that pull from surface-level data—to gather necessary context.

Different studies estimate that reps spend anywhere from 12-30% of their time on research.

### 💡 RevOps learning

83% of RevOps professionals told us that they have either a formal or informal mandate internally to use AI to improve their work.



# The pipegen automation solution

## AI and automation

RevOps leaders are implementing purpose-built AI agents to assist with both research and outbound.

While research agents find, synthesize, and summarize relevant internal and external data for reps, outbound agents pull from this information to create highly personalized, highly relevant messaging in real time.

These agents can work as digital assistants or be fully automated to handle research and outbound from end to end for more straightforward use cases.

## Key practices

### ✔ Automate account-level research

Use AI to automate the synthesis of account information from public and internal sources in order to surface business context, news, and initiatives for informed outreach.

[Learn more ↗](#)

### ✔ Automate person-level research

Use AI to automate the synthesis of prospect context—role, recent activity, background, account context—when intent signals are detected to enable hyper-relevant and timely engagement.

[Learn more ↗](#)

### ✔ Automate message generation

Use AI to automate the generation of hyper-relevant outbound messaging at scale based on prospect context and buying signals to reduce the time between signal and send.

[Learn more ↗](#)

# The data complexity challenge

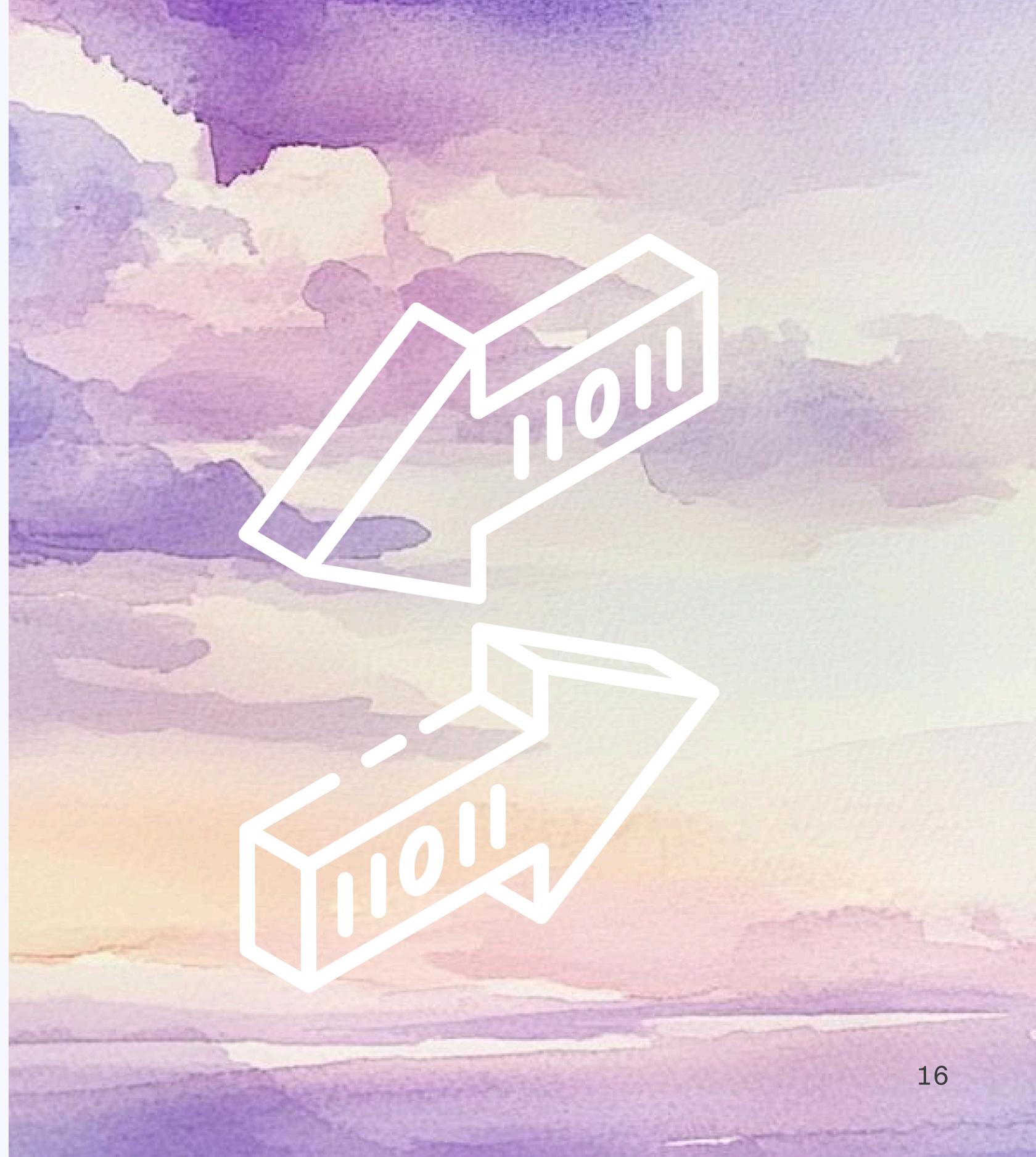
## What's top of mind for RevOps

Sales needs to combine data hidden in CDWs, CDPs, CRMs, and MAPs with external data sources. RevOps is tasked with making internal systems accessible and actionable for the field.

## What's standing in the way

Unifying internal and external data sources—not to mention making data immediately actionable for non-technical stakeholders—is difficult.

Aligning internal data infrastructure with third-party tooling typically requires significant time and engineering overhead.



# The data complexity solution

## Scaling complex data management

RevOps leaders are making it possible for reps to action on every insight across both internal and external systems via made-to-order data infrastructure that's molded to their GTM motions.

By implementing tooling with a flexible data architecture, teams are able to ingest data from systems designed for IT and engineering into tools built for GTM and unify all data sources.

Just as importantly, RevOps empowers reps to take action on this data via a sales-friendly UI that turns data systems into action systems.

## Key practices

### ✔ Automate flexible data modeling

Automate the ingestion, representation, and observability of relationships between granular data points from multiple systems in one place just as they exist in internal systems, as well as the process of combining them with external data sources to tie both custom data objects and buying signals to real people and real companies at the contact and account level.

[Learn more ↗](#)

# Real-world example

 homebot (automating pipegen processes)

## Problem

Sales reps at Homebot had to jump between multiple data sources and AI chatbots to conduct research and craft messaging.

This made it difficult to maximize selling time and reach the right leads quickly.

## Solution

Homebot's Director of Revenue Operations Sam Warren used Common Room's suite of AI agents to automate research and message generation using both internal data—including CRM records and call transcripts—and information from the open web.

This has allowed reps to rapidly prioritize prospects and instantly draft relevant outbound for every prospect based on business context and buying signals.

## Results

Within one month of AEs using Common Room and its AI agents, Homebot generated \$1.5 million in new pipeline. Within five months it [saw 250% ROI.](#)

“My AEs absolutely love Common Room. It saves them hours and hours of time. Before RoomieAI, they used to spend a lot of time on research. Now their research is essentially being done for them.”



**Sam Warren**  
Director of Revenue Operations, Homebot

## RevOps win

Sam automated much of the pipegen process while significantly increasing bottom-line business metrics.

# Real-world example

## **SUPERHUMAN** (scaling complex data management)

(formerly Grammarly)

### Problem

Sales reps at Superhuman struggled to prioritize prospects and craft hyper-relevant messaging for buying committee members. The company created an AI propensity model to assist with targeting, but the model was missing key data and wasn't actionable for reps in the field.

This made it difficult for reps to sell efficiently.

### Solution

Superhuman's Director of Marketing Operations Jeff Bedford used Common Room's flexible data architecture and sales UI to enhance the company's AI model with hard-to-see buying signals and person-level enrichment, as well as make this data actionable for reps.

This allowed reps to quickly prioritize prospects and engage them with highly relevant outreach.

### Results

Since rolling out the AI model with Common Room, Grammarly has [seen a 50% increase in reply rates](#) and a 35% decrease in lead-to-opportunity time compared to traditional outbound processes.

“Common Room has transformed our GTM operations by providing a flexible platform that seamlessly integrates with our proprietary ML data models.”



**Jeff Bedford**

Direct of Marketing Operations, Superhuman

### RevOps win

Jeff not only helped drive more pipeline, but also demonstrated the real business value of the behind-the-scenes data work he and his team own.

# RevOps maturity isn't a matter of good versus bad.

It's a matter of serving the needs of your business as they are right now, today.

No matter the name or size of your team, [RevOps](#) leaders are pipegen architects. Building business systems is what you do best.

Whether you're wrestling with data quality at a scrappy startup or optimizing complex automation workflows at a Fortune 500, the path forward is remarkably similar.

Based on our experience working with and supporting our customers, we've learned that the single most important part of the process is building on a strong foundation that lets your GTM engine scale one phase at a time.

The RevOps leaders winning today aren't just getting lucky—they're systematically climbing the RevOps maturity curve.

[Common Room is here to help you do the same.](#)

# About Common Room

[Common Room](#)'s customer intelligence platform gives thousands of GTM teams an unfair pipeline advantage. Know who to target, when to engage, and how to convert with the most informed GTM AI.

See Common Room in action

Request a demo

Explore our RevOps solution