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Charles River Improves Pipeline Health and Boosts Manager Productivity for all Verticals with Atrium

Charles River implemented Atrium to drive sales efficiency by creating a culture of accountability and coaching.

Charles River, a leading global drug discovery, development, testing, and manufacturing solutions provider, grappled with long sales cycles and unhealthy opportunities, with many left untouched for weeks.

By adopting **Atrium's Sales Performance Management Solution**, Charles River improved pipeline health and boosted sales efficiency through AI-powered coaching and real-time accountability.

Chris Garcia, Executive Director of Global Sales Operations, shares, "Atrium has redefined how we manage and coach our sales teams at Charles River. The platform ensures we are connecting with our customers more effectively and efficiently solving their problems. Since implementing Atrium, **we've seen measurable gains in pipeline health, general efficiency, and shorter sales cycles.**"

Ryan Mackey, Global Director of Sales Training and Enablement, adds, "The results speak for themselves; for example, we've cut **a key top of funnel stage time by over 50%** and significantly **increased multi-threading across accounts**. Our managers have gone from spending hours in spreadsheets to acting as strategic coaches."

This case study highlights how Atrium's solution empowered Charles River to optimize sales processes across the board, **achieving significant improvements in reduction in time in a critical top of funnel stage and rise in account engagement.**

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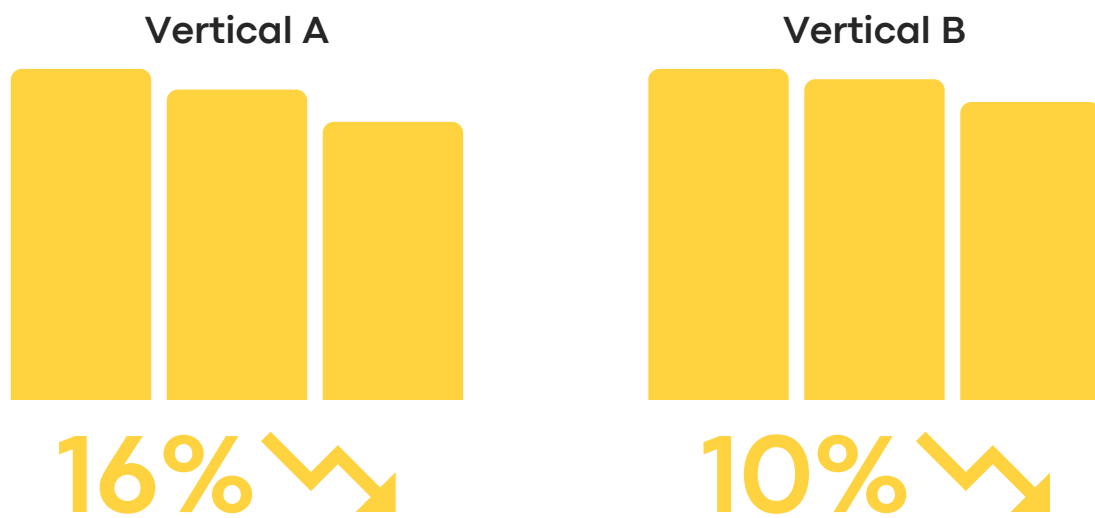
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Summary

Atrium's AI-driven coaching and key metric tracking enabled Charles River to drive pipeline efficiency through improved accountability and coaching. Here is a preview of some of their key improvements:

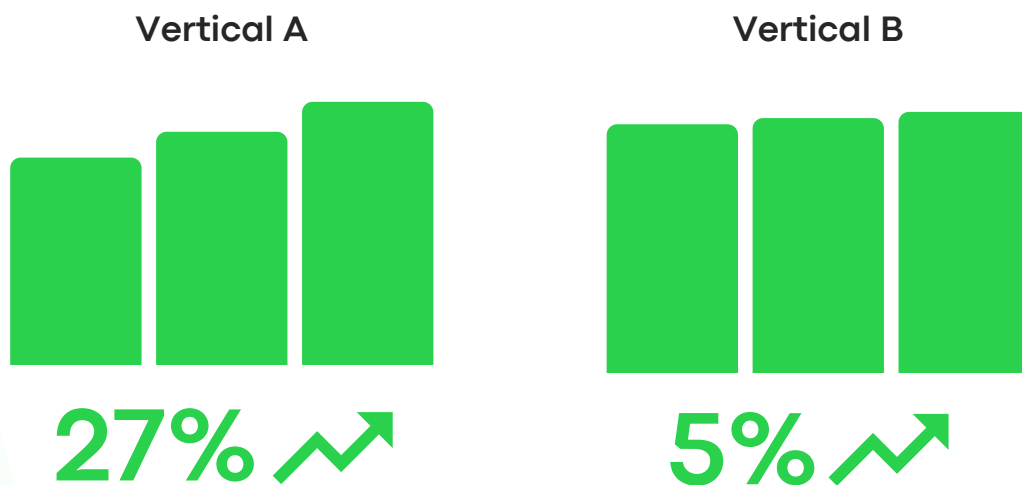
Decrease in Average Sales Cycle

Atrium's AI-guided coaching helped shorten sales cycles by identifying bottlenecks and focusing on high-impact actions.



Increase in Contacts Touched Per Account

Atrium's neglected opportunity detection helped managers proactively address stalled deals and maintain pipeline momentum.



Challenges Faced

Before implementing Atrium, Charles River faced several challenges:

Lengthy Sales Cycles

Charles River struggled with extended sales cycles, particularly in the top and middle of funnel. Sales reps were taking too long to move opportunities through initial phases. This slowdown in the early stages created a bottleneck that affected the entire sales cycle.

Poor BI Adoption

While Charles River had invested in BI for sales analytics, managers weren't effectively using it for coaching and accountability purposes. The BI platform's complexity meant managers spent excessive time trying to extract insights, and many avoided using it altogether resorting to spreadsheets as the alternative. This resulted in coaching conversations that lacked consistent data-driven direction.

Opportunity Health Issues

Many opportunities remained untouched for 30+ days, creating a backlog of stale deals. Sales reps weren't regularly updating or engaging with their opportunities, making it difficult for managers to assess deal health and forecast accurately. Without consistent opportunity management, valuable deals risked falling through the cracks.

With Atrium, these challenges were addressed through AI-driven coaching insights and automated goal tracking, helping managers boost engagement, shorten sales cycles, and build a culture of accountability.

Solution

What Atrium Does

Atrium is an AI-driven Sales Performance Management solution that **automates coaching and accountability**.

Designed to foster a high-performance and accountability culture across sales organizations, Atrium ensures managers have instant access to the insights and next steps they need to hit their targets consistently.

The solution provides **the perfect blend of analytics and automation** designed to optimize sales management and empower reps with **real-time performance insights, benchmarks for success, and recommended next actions** to improve progress toward quota.

Key Features Used by Charles River

Charles River leveraged several key capabilities of Atrium to address their challenges:

- **Automated Goal Tracking:** Monitors individual and team progress towards key KPIs in real-time, providing visibility and historical context for effective goal setting and performance management.
- **AI Assistant Coach for Managers:** Surfaces intelligent, prioritized coaching recommendations to frontline managers, enabling them to have more impactful coaching conversations with each rep.
- **Opportunity Health:** Proactively interprets dozens of information facets about an opportunity to provide a "Close Assessment" regarding the state of the deal, and suggests actions to be done to enhance its likelihood of closing.

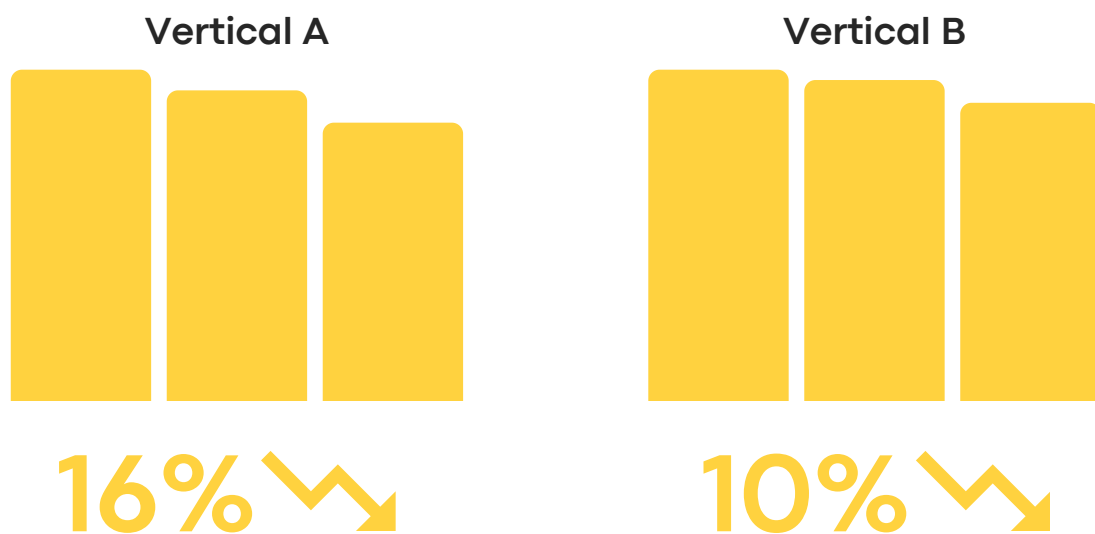
Results

Atrium's AI-driven coaching and key metric tracking enabled Charles River to drive pipeline efficiency through improved accountability and coaching, achieving these significant results over three quarters across four distinct sales verticals.

Key Metrics (Per-Rep Averages):

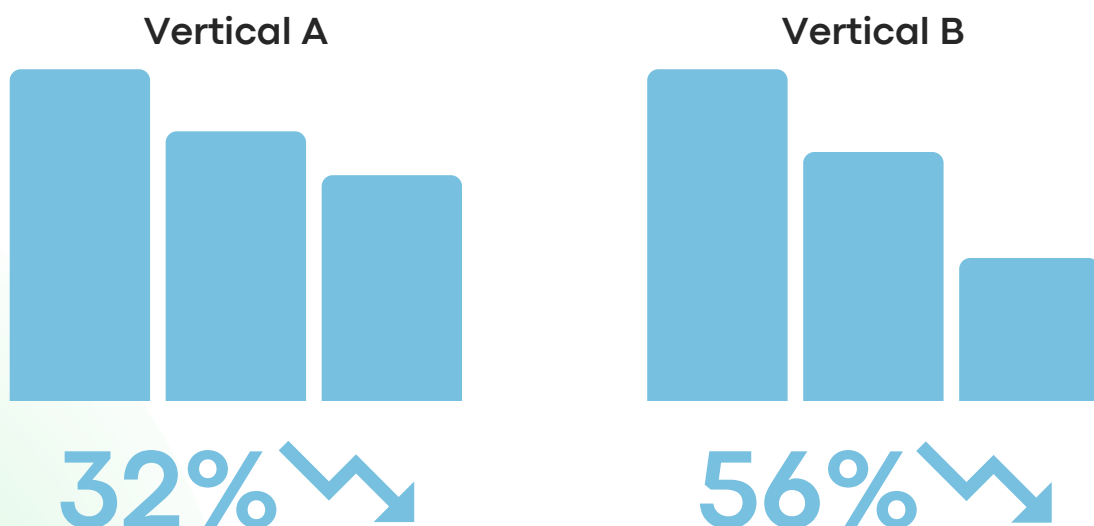
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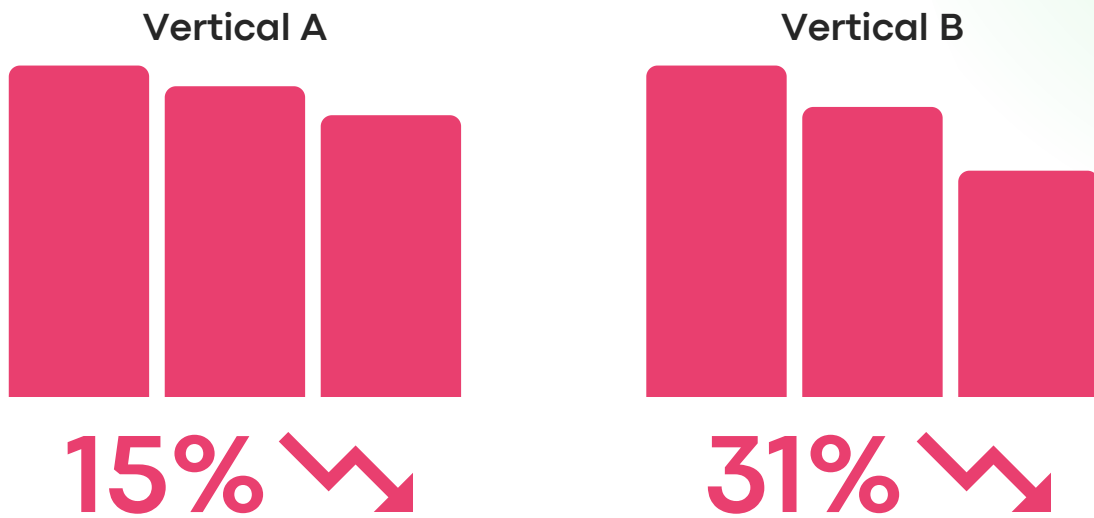
Fewer Days in Top-of-Funnel Stage

Atrium's AI-powered recommendations helped reps optimize their time in this critical top-of-funnel stage.



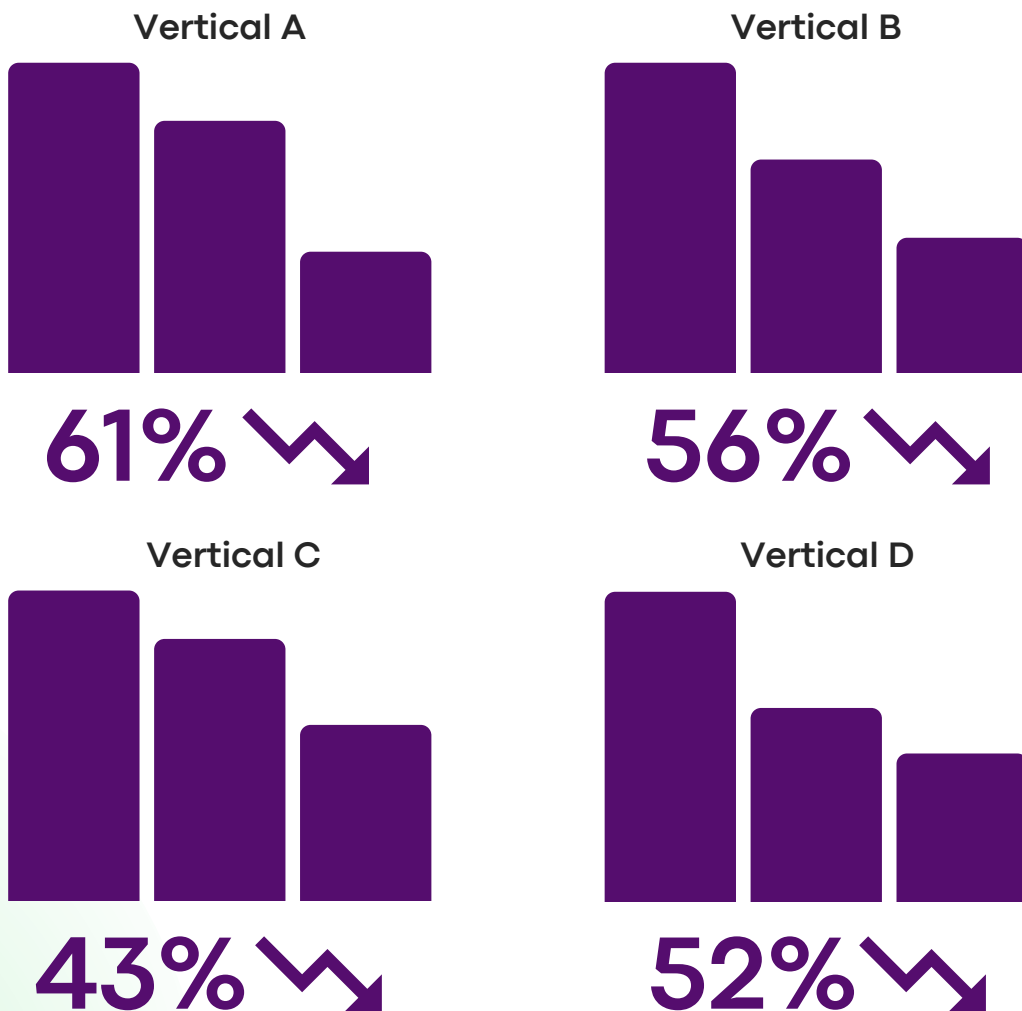
Fewer Days in Middle-of-Funnel Stage

Atrium's opportunity health monitoring and AI-driven guidance helped reps accelerate negotiations and close deals faster.



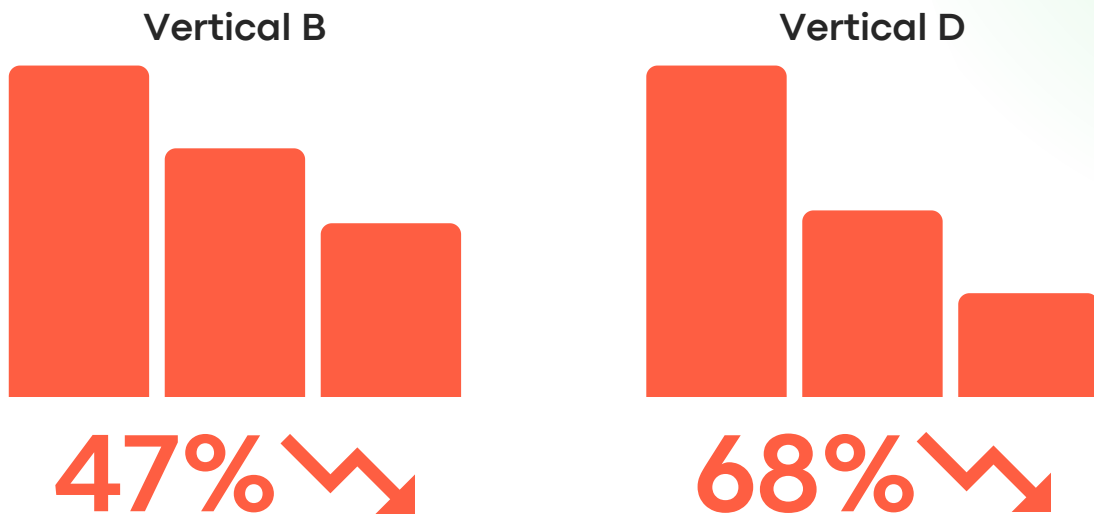
Decrease in Opportunities Untouched for 30+ Days

Atrium's neglected opportunity detection helped managers proactively address stalled deals and maintain pipeline momentum.



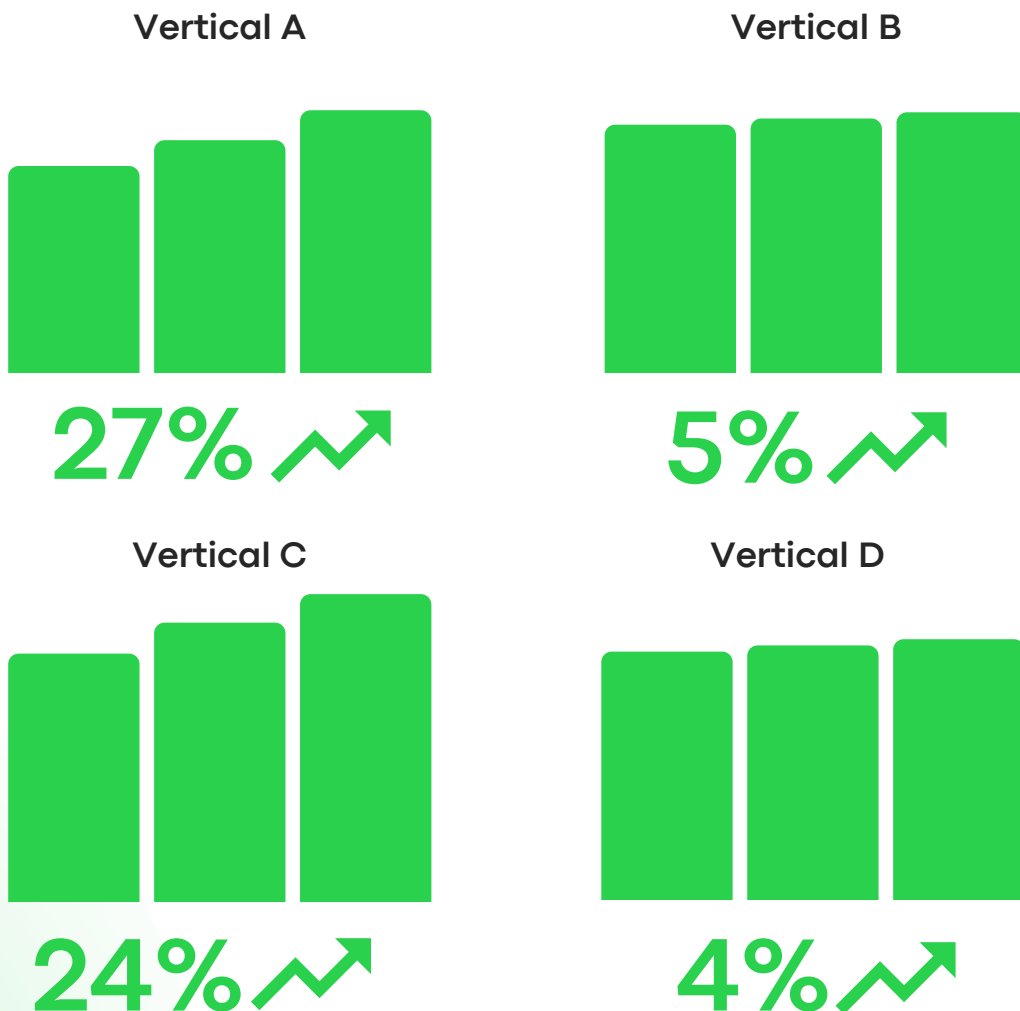
Decrease in Days Between Opportunity Touches

Atrium's activity tracking and coaching recommendations encouraged reps to engage with opportunities more frequently.



Increase in Contacts Touched Per Account

Atrium's neglected opportunity detection helped managers proactively address stalled deals and maintain pipeline momentum.



Customer Insights

“Atrium has **redefined how we manage and coach our sales teams** at Charles River. The platform ensures we are connecting with our customers more effectively and efficiently solving their problems.

The **Automated Goal Tracking** gives us real-time visibility into performance against our key metrics, and the **AI Co-Pilot** enables our frontline managers to have more focused and impactful coaching conversations.

The **Opportunity Health** views have significantly increased visibility into our pipeline, allowing us to identify and address potential issues proactively, so we're not leaving any bookings on the table.

Since implementing Atrium, we've seen notable improvements in our sales cycle lengths, pipeline health, and overall sales efficiency. The platform has been crucial in driving our sales team's success and strengthening our customer relationships”

~ **Chris Garcia, Executive Director of Global Sales Operations at Charles River**

“Atrium has **completely changed how our sales managers coach and develop their teams** at Charles River.

Instead of spending hours preparing for 1:1s, our managers now walk into coaching sessions with **AI-driven insights highlighting exactly where each rep needs support.**

The results speak for themselves; for example, **we've cut a key top of funnel stage time by over 50%** and **significantly increased multi-threading across accounts.**

What really stands out is watching our managers transform from spending hours buried in spreadsheets to becoming **strategic coaches** who lead meaningful development conversations with their reps.”

~ **Ryan Mackey, Global Director, Sales Training and Enablement at Charles River**

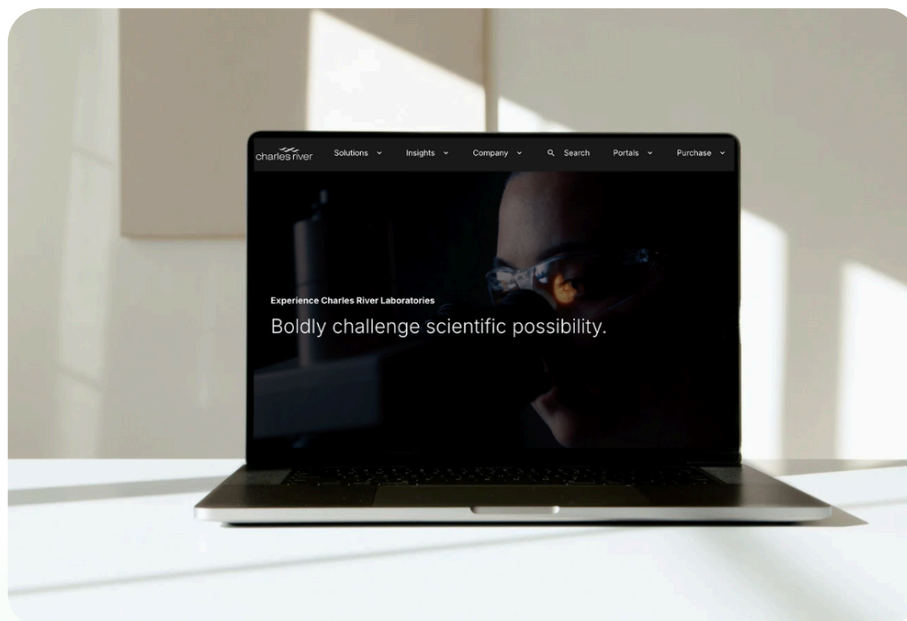
About Charles River

COMPANY OVERVIEW

For more than 75 years, Charles River has invested in and embraced innovations in biopharmaceutical research, delivering solutions to accelerate the discovery and development of drugs, chemicals, and products for the people and patients who need them.

What once started as a one-man laboratory in Boston in 1947, overlooking the Charles River, has evolved into a leading global strategic partner providing products and services to help expedite the discovery, early-stage development, and safe manufacture of novel drugs and therapeutics.

Today, Charles River operates more than 150 facilities in 21 countries and has worked on over 80% of the FDA-approved drugs over the last five years. As a partner of choice for their clients' nonclinical drug research and development needs, Charles River differentiates themselves through their broad portfolio, scientific expertise, global scale, and excellent service.



By implementing Atrium, Charles River was able to drive sales efficiency through improved **accountability** and **coaching**.

Atrium's AI-driven sales performance management platform enabled Charles River's sales managers to focus on **higher-impact management actions** and **drive better outcomes**.

Ready to see how Atrium can help your organization create a **culture of accountability** and **coaching**?

Book a demo at **atriumhq.com/demo**.