KRONOLOGIC

THE DEFINITIVE ENTERPRISE GRADE SCHEDULING SOLUTION

THE ORIGIN STORY

LOGIC APPLIED THROUGH SOFTWARE TO OPTIMIZE AN INDIVIDUAL'S USE OF TIME

Kronologic has not followed the path of other scheduling platforms from the very beginning. The company is highly unique in its origin as a startup born inside a successful, established business. The tools created by Kronologic's cofounders proved too effective to be confined to one company. They knew it was a game changing solution that could be used by any enterprise to solve the costly last mile problem.

From Internal Prototype to the Active Scheduling Enterprise Platform

When Kronologic's cofounders Trey Allison and Ben Parker began working at VMware their sights weren't yet set on becoming entrepreneurs. However, they quickly realized companies like VMware were missing effective scheduling solutions that fully facilitate dealmaking.

And so, VMware became the testing ground and first case study for a number of the principals on which Kronologic was built.

At the time, VMware was growing quickly and the number of products in the VMware portfolio was rapidly expanding. This created a new set of challenges, namely how to solve the last mile problem for all the different types of leads being served to the sales and pre-sales teams.

Even with increasing headcount budgets, the teams were struggling to properly address the flood of cross sell targets, inbound leads and partner-sourced leads. There were just too many leads for the team to handle on their own and admin tasks began to take up most of their day. This resulted in millions of wasted spend and tens of millions in missed revenue.

The team was trying everything to follow up with leads in a timely manner so that touches were made when leads were highly motivated. Guided sales playbooks, tools like Yesware, Calendly, and power dialers; you name it, the team was trying it but nothing was making a real revenue impact.

This forced Trey and Ben to do some innovative thinking - leading to a whole new approach called Active Scheduling.

LEAD DEFICIT

DEAD LEADS

Breakthrough

A new approach was born - active scheduling - rolled out across 10+ lead channels.

100%
INBOUND
LEAD
FOLLOW UP

14,000

NEGLECTED
LEADS MINED

2X
PIPELINE
INCREASE

Active Scheduling takes work off of the prospect and off of the seller to better facilitate sales correspondence at the moment the prospect is most engaged and thinking about the offering.

The Results

The prototype that was created for VMware was an extremely limited, in-house tool that ultimately proved out the principals on which the Kronologic enterprise-grade platform was built.
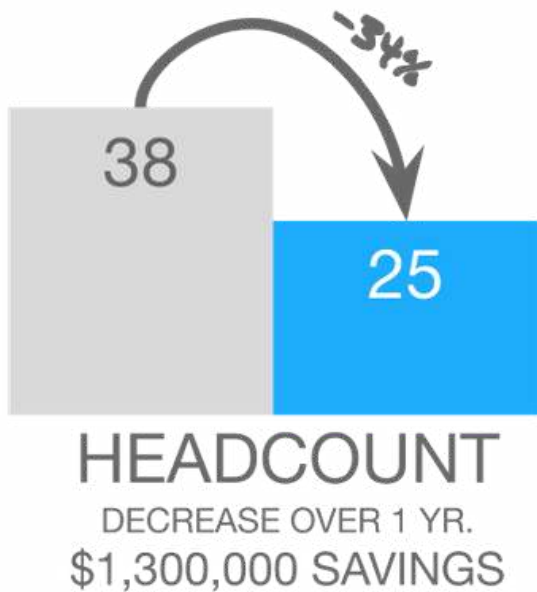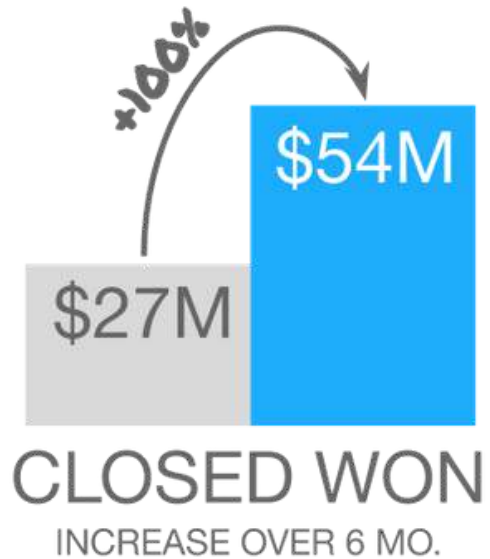
Once this prototype was operable, it was rolled out to a team of 38 employees to test it in a real world setting.

The results were better than they could have ever anticipated.

The lead deficit was eliminated. The team was able to achieve 100% inbound lead follow up, which resulted in 14,000 neglected leads being mined.

Over the next six months the sales pipeline created by the team doubled.

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Over the course of the following six months, that pipeline closed at the same floor-wide average as all other deals, resulting in a doubling of the all-time sourced revenue record for that team: from $27M to $54M. At the same time, positive attrition led to the team shrinking by 34%, freeing up an additional $1.3M annually in organizational budget.

+100%

$54M

$27M

CLOSED WON
INCREASE OVER 6 MO.

-34%

38

25

HEADCOUNT
DECREASE OVER 1 YR.
$1,300,000 SAVINGS

The director of demand generation for that team is now the CMO of a Global 1000 corporation, the VP of Marketing is now CMO of a publicly traded SaaS company and the director of the organization now maintains one of the company's most strategic partner relationships.

In short, the cobbled together Active Scheduling concept proved to be an enterprise-grade scheduling solution that not only generated more revenue but also reduced costs.

Unique Understanding, Breakthrough Solutions

Coming from the enterprise world, Kronologic is fully aware of the unique problems faced by organizations that handle a large volume of leads. But the Kronologic team doesn't simply understand the enterprise marketing to sales pipeline, the company has created an entirely new concept for effectively managing the pipeline.

Active Scheduling bridges the small but monumental divide between marketing and sales where many hard won leads can get lost.

The last mile problem for leads is far from exclusive to VMware. With this understanding, Trey and Ben began the process of working with VMware's legal department, then Ethics and Compliance to come to an agreement so that they could commercialize the principles of the approach to create a much more sophisticated enterprise-grade application.

Having accomplished this, Trey and Ben raised funds from experienced Central Texas technology investors, built an especially talented team and developed Kronologic, an enterprise-ready AI scheduling solution. Within the first few months of being in market, Kronologic has been adopted by rapidly growing Central Texas businesses and Global 1000s alike including Lumen Insurance, Nepris, Pingboard and NeoReach.
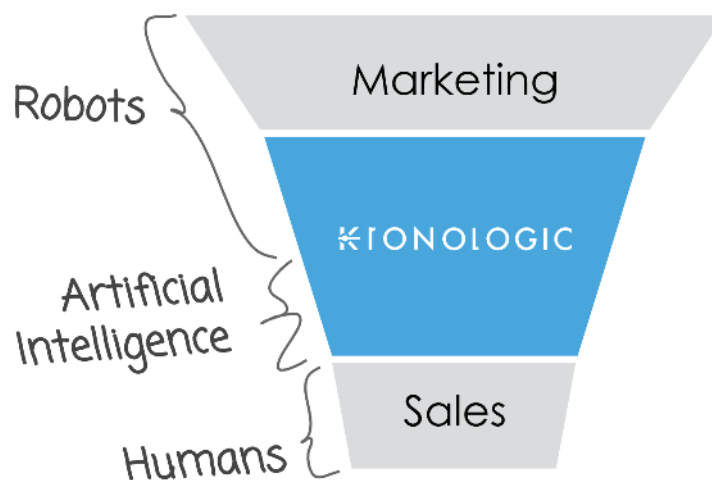
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Where Kronologic is Headed

Kronologic has managed to accomplish what many other platforms fail to do. But automatic inbound lead scheduling is just the start for Kronologic. Through their work applying the Active Scheduling approach within numerous enterprises, Kronologic has identified a variety of uses for the AI-driven platform. The team is currently working on optimizing use cases around new customer on-boarding, existing account planning, internal project team calls, manager-report 1x1 meetings, new hire training and recruiting, among other applications.

The Kronologic team plans to continue developing and innovating until their platform is the definitive scheduling solution for all internal and external meetings for the calendar-driven resources of the Fortune 500.
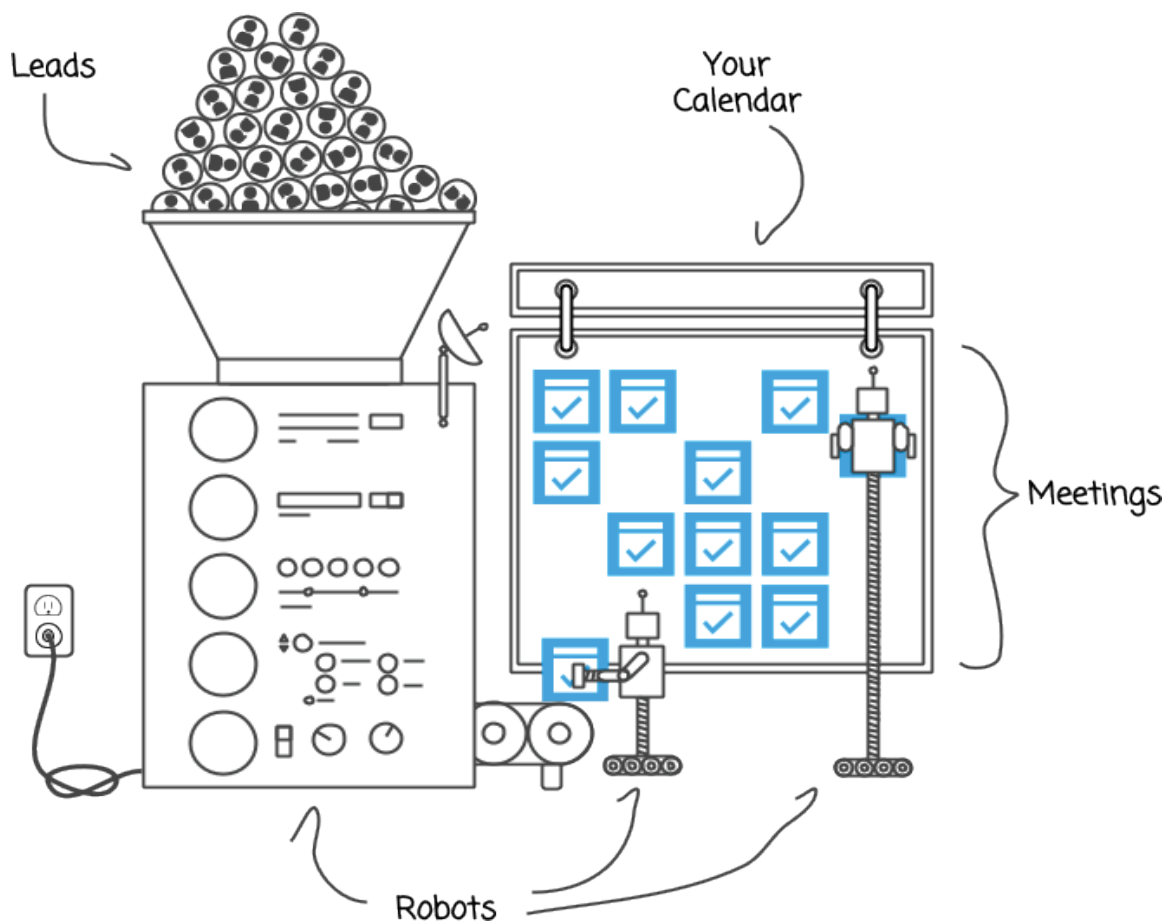
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