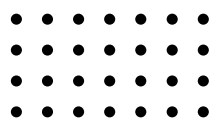




2025 Case Study

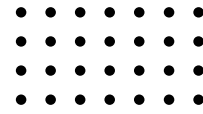
How a Systems Integrator Used AI Agents
to Transform Its Sales Process



RIOTINDUSTRIAL.COM



Executive Summary



A specialty industrial systems integrator—focused on controls, automation, and turnkey project delivery—was facing a familiar problem:
strong demand, but a sales process that couldn't scale.

Despite a capable sales team and a solid reputation, the firm struggled with:

- Slow quoting cycles
- Inconsistent submittals
- Long ramp times for new hires
- Rising customer acquisition costs

Rather than hiring more salespeople or adding layers of management, RIOT Industrial helped the integrator upgrade their salespeople with AI Agents.

The result was a measurable transformation:

- New Customers: ↑ 28%
- Cost to Acquire Customer (CAC): ↓ 58%
- Project Pipeline: ↑ 2.5×
- Project Backlog: ↑ 8.4×
- Submittals: ↑ 4×
- New-Hire Time to Value: < 14 days

This case study breaks down how those results were achieved—and why the approach works for industrial service firms.



COMPANY
BACKGROUND

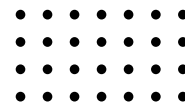


SALES
PROCESS



BUSINESS
OUTCOME

Company Background



FY 2024

Key Business Highlights



The company is a mid-sized specialty contractor and systems integrator serving industrial clients.

Typical projects included:

- Controls & automation upgrades
- SCADA and data integration
- Electrical and instrumentation scope
- Multi-month, high-value projects

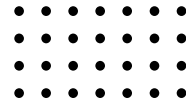
Sales were relationship-driven, technical, and highly customized. Project pipelines were inconsistent and unpredictable.

Deals often required:

- Engineering input early in the cycle
- Fast turnaround on estimates
- Clear scope alignment between sales and delivery

AS INBOUND INTEREST GREW, CRACKS BEGAN TO SHOW

The Sales Problem



Slow and Inconsistent Quoting

Estimating lived in spreadsheets, emails, and individual tribal knowledge. Quotes varied by salesperson, and turnaround time depended on who was available.

Submittals Were a Bottleneck

Submittals required technical accuracy, formatting, and compliance—but sales often delayed or avoided them because they were time-consuming.

New Hires Took Too Long to Ramp

New salespeople needed months to understand:

- Typical project scopes
- Pricing assumptions
- What “good” looked like

This slowed growth and increased risk.

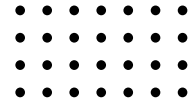
Rising CAC

More effort was required per deal, more back-and-forth was needed, and sales cycles stretched longer—driving up acquisition costs.

Hiring more salespeople would only amplify these inefficiencies.

The integrator didn't have a *lead* problem—they had an execution problem.

The Solution: AI Agents



Instead of Replacing Salespeople, the Integrator Upgraded Them!

Purpose-built AI Agents were deployed to support sales and pre-sales activities, including:

- Identifying ideal projects to bid on
- Delivering daily “Look Here First” reports
- Drafting submittals and technical responses

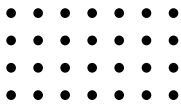
TRAINED TO LOOK FOR

The AI Agents were setup and configured to identify only projects that were the Best-Fit for the integrator’s capabilities and capacity. This improved project Win Rates and overall project delivery.

NORMALIZED ESTIMATING

Sales reps could now generate accurate, defensible project estimates quickly—without waiting on engineering for every detail. This also reduced estimating variance among sales reps.

Implementation Approach



Fast Deployment

The system was implemented in weeks, not months.

- “Best-Fit” project parameters were identified
- AI Agents were tuned to match the firm’s language and workflow
- The AI Agents were aligned with real-world margins and constraints

Minimal Disruption

Sales didn’t need to “learn AI.”

- AI Agents delivered Best-Fit Projects daily
- Sales received the list of available projects in Microsoft Teams
- Sales could then jump-start the bidding process

The AI handled the time consuming task of searching the internet for and identifying new project bid opportunities.

Rapid New Hire Enablement

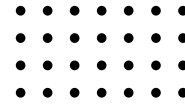
Shortly after this project was rolled out, a long-time salesperson had to abruptly leave the organization due to personal reasons.

Their replacement was able to submit and win their first project bid within their **first 14 days** on the job thanks to AI enablement!

The AI Agents were trained to deliver projects that were the “Best-Fit” opportunities – saving time and money!

The Results

FY 2025



PERFORMANCE METRIC

RESULT

NET NEW CUSTOMERS

+ 28% YOY

CUSTOMER ACQUISITION COST (CAC)

- 58% YOY

PROJECT PIPELINE (\$ VALUE)

2.5x Increase

PROJECT BACKLOG (\$ VALUE)

8.4x Increase

BID SUBMITTALS (QUANTITY)

4x Increase

NEW HIRE TIME TO VALUE

Less Than 14 Days

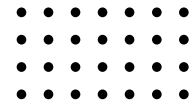
What Changed Operationally?

Sales responded faster. More opportunities were quoted. Submittals stopped being a choke point. Confidence increased across the team.

Importantly, these gains were achieved without adding sales headcount.



Why This Worked



AI Standardized Judgement, Not Tasks

The system captured how experienced estimators and project managers *think*—not just what they type. Saving each rep ~10 Hours per Week.

New Hires Became Productive Immediately

AI eliminated the “*wait until you’ve seen enough projects*” phase. By delivering only the Best-Fit projects on a daily basis, new reps didn’t have to spend days chasing a project that a more senior salesperson would know to avoid.

Speed Created a Competitive Advantage

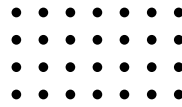
Faster estimates and submittals meant the integrator won deals that, before, they would have never known existed.

Sales and Delivery Stayed Aligned

Consistent assumptions reduced rework, change orders, and downstream friction. This meant projects were completed more efficiently, allowing Sales to continue to flood the backlog with new and exciting work.

NOW, SALES CAN STAY FOCUSED ON WINNING!

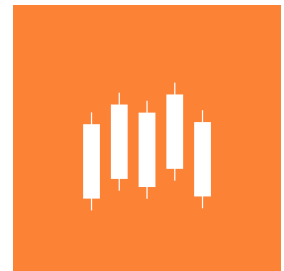
Final Takeaway



This wasn't
about
replacing
people
with AI.

It was about scaling expertise, compressing time, and removing friction from a complex industrial sales process.

For specialty contractors and systems integrators, the lesson is clear:



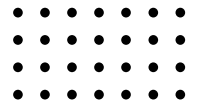
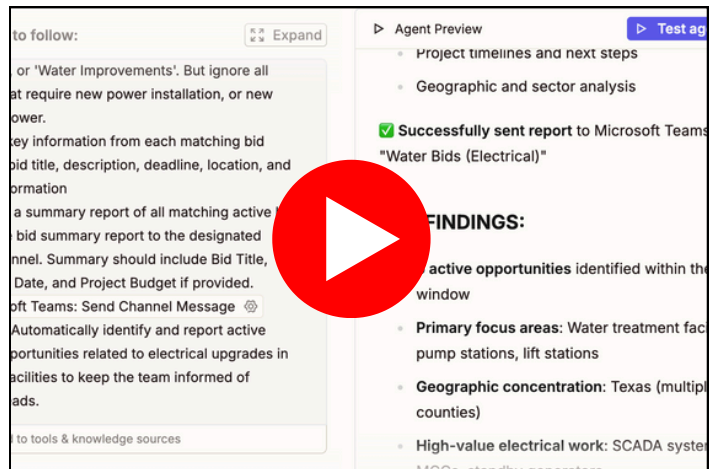
The firms that systematize sales execution will outgrow those that rely on heroics.





Watch This Video

For a full step-by-step tutorial on how we helped our customer achieve these results.



ABOUT US

RIOT INDUSTRIAL

RIOT Industrial is a full stack technology firm serving the industrial market. We help our customers with digital transformation projects that deliver real business results.

CALL US TO LEARN MORE



(888) 755-7573



www.riotindustrial.com