

Case Study

Empowering Tignis with Enhanced Collaboration and Visibility using Meetingflow

Situation

Due to the uniqueness of Tignis' customers' systems and relationships, Tignis has a highly collaborative relationship with their customers, informing them of system reliability and root causes of issues to quickly identify, resolve, and project operational impacts.

Sales, Client Management, and Product teams had different workstreams with the same customer, with **all teams needing to stay informed of other teams' progress, meeting outcomes, and next steps.**

This collaboration friction made it hard for the team to maintain visibility and made it harder to identify and engage in expansion revenue opportunities and was a drag on client delivery which impacted revenue recognition. A lack of visibility was also frustrating to the CEO and customer facing roles did not enjoy logging meetings to their CRM which resulted in low compliance.

Approach

Tignis selected Meetingflow to help them collaborate more effectively and increase visibility of meeting outcomes to the company, and launched with an initial cohort of users.

Setup took a few minutes for each user and the team was able to start using Meetingflow with no formal training.

Results

100%

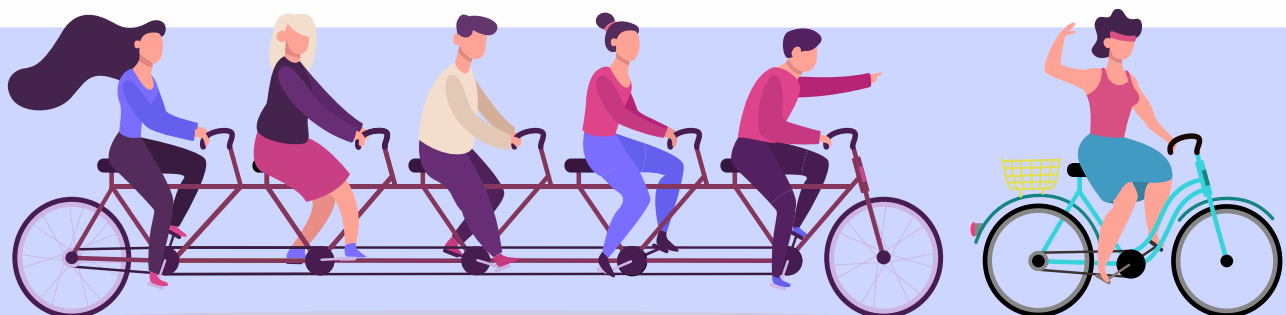
of respondents felt it was **easier to keep the team updated about their meetings**

100%

of respondents felt it was **easier to stay informed about client activity with Meetingflow**

All

customer-facing reps agreed it was **easier to collaborate internally for meetings**



Results

The Tignis team collaborated on their meeting plans and shared AI generated meeting summaries to a company Slack channel for increased visibility. Different functions benefitted from the shared meeting summaries and collaborating on meeting plans, which kept them more informed and drove better preparation for their workstreams. This realized benefit prompted additional users to join, which resulted in.

- 100% of respondents reported it was easier to keep the team updated about their meetings
- 100% of respondents reported it was easier to stay informed about client activity with Meetingflow
- All customer facing reps who host client meetings agreed it was easier to collaborate internally for meetings

About Tignis

Tignis is the only software company hyper-focused on AI process control and optimization for semiconductor manufacturing. Combining physics-driven insights with the most advanced AI and ML, Tignis' products enable subject matter experts (SMEs) at both semiconductor equipment manufacturers and wafer fabs to rapidly build and deploy AI-optimized process control for new and existing capital-intensive process lines. Tignis continually stays at the forefront of technological advancement, enabling unprecedented improvements in yield, cycle time, and cost efficiency for semiconductor process flows.

Learn more at www.tignis.com.

About Meetingflow

Meetingflow helps customer-facing roles conduct the best customer meetings of their careers using an AI-driven workflow. Meetingflow helps users prepare for meetings, engage with colleagues, and follow up seamlessly - all in one place. This accelerates the pipeline via better customer meeting outcomes and also enables teams to work happier.

Learn more at www.meetingflow.com



"We started a trial of it a while back just with the sales team, and it spread virally through the company. First sales, then product management, customer success, and next thing I know I have the engineers asking for access! Now the delivery teams know what was said in the sales meetings, the sales teams don't have to ask to know how delivery is going, and we've got a more complete customer record in the CRM! Better outcomes all around!"

Jon Herlocker, CEO Tignis

