5 Simple Questions for '25 Planning: RevOps Edition

Questions to ask to look into how your RevOps team can succeed and remain a strategic growth driver in 2025.

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Where will incorporating AI and/or automation have the biggest ROI?

No longer an if, but a when and how.

Think about which data gaps/inconsistencies are the biggest pain point for your organization.

Those areas are a good place to start when determining how to implement AI to make the biggest impact.

Would I like that if I were the customer?

As the function with a neutral bird's eye view of the full customer lifecycle, RevOps team are a true unbiased voice of the customer.

And that means building touchpoints that always puts the customer's perspective at the forefront.

Happy customers = healthy ARR.
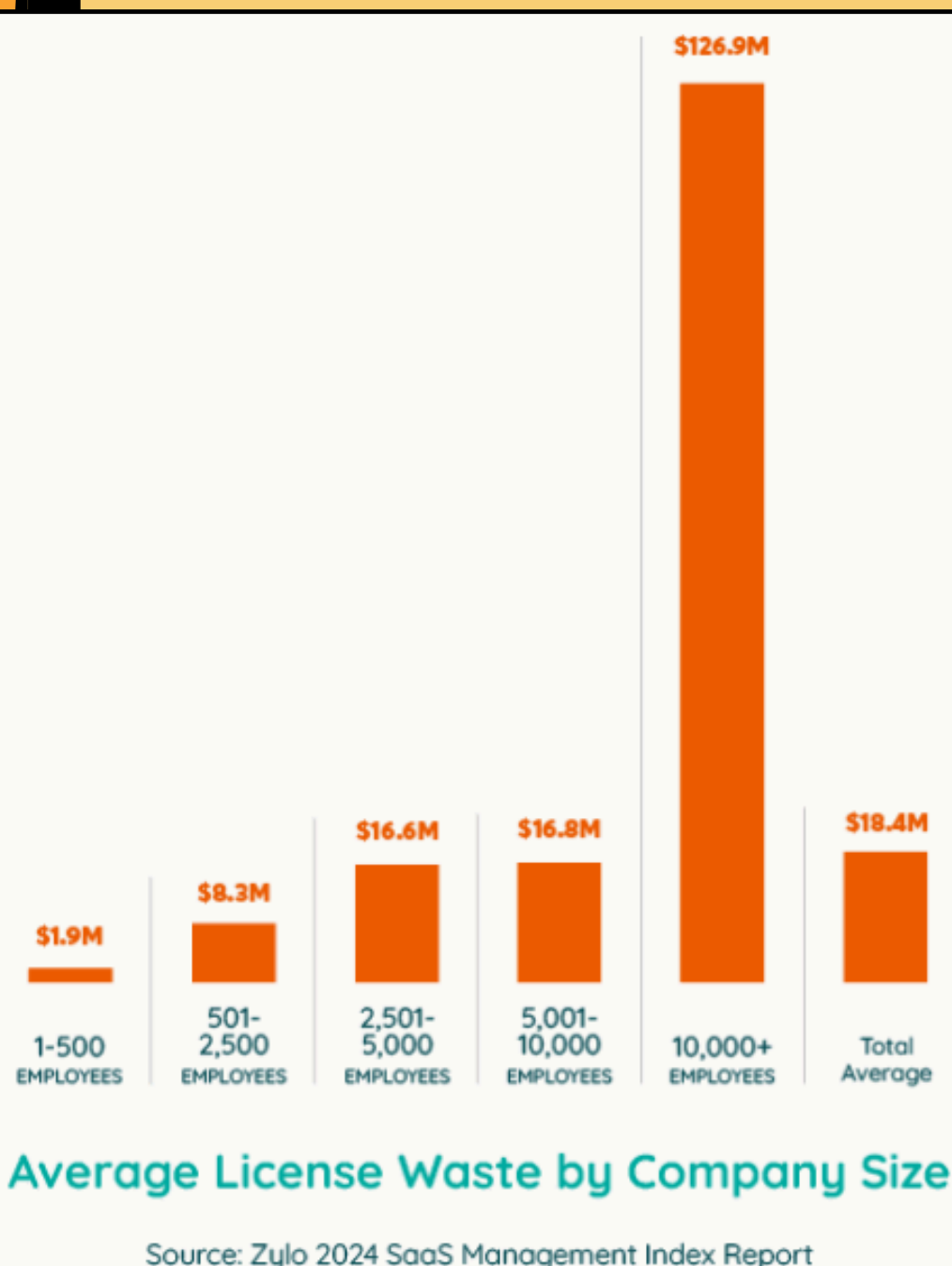
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KPI

What are the key growth goals of the other departments for 2025?

With this in-depth understanding, RevOps teams can advantageously spot overlaps and gaps in the processes and platforms needed to reach those goals.

You can also plan ahead to ensure resource availability to better support each department when it comes to execution.

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What do we *really* need from our tech stack?

$126.9M

$16.6M $16.8M $18.4M

$8.3M

$1.9M

| 1-500 EMPLOYEES | 501-2,500 EMPLOYEES | 2,501-5,000 EMPLOYEES | 5,001-10,000 EMPLOYEES | 10,000+ EMPLOYEES | Total Average |

Average License Waste by Company Size

Source: Zylo 2024 SaaS Management Index Report

With Zylo reporting SMBs wasting almost 2M a year on unused licenses, this is a big cost savings opportunity.

By learning the internal needs and processes behind using the platforms, RevOps teams can strategically build out a comprehensive and cost effective tech stack that cuts the fat.

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How can we make 'data-driven decision making' a successful reality?

IN

OUT

At the core of this is everyone trusting the input data enough to trust the output.

If there's not trust, is it how data is inputted? The amount of platforms data resides in? Redundant, outdated, and trivial (ROT) data muddying the waters?

Data-driven decision making is only as good as your data so learn how to create a solid, trustworthy foundation.

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By the way...

It's never too late to introduce a solution for standardizing your SaaS or subscription metrics and provide your key stakeholders consistent, reliable, and accurate revenue metrics for business relationships built on trust and confidence.

Visit us at www.forecaas.com to learn more.

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