

Case Study



INDUSTRY

Transportation & Mobility / Public Sector Technology

USE CASE

Public Meeting Intelligence
Pipeline Creation
Sales Acceleration

Uber Transit Drives \$1M+ Pipeline Per Rep, Per Quarter with Real-Time Insights

Uber Transit, a leading provider of technology-enabled public transportation services, partnered with Cloverleaf AI to transform public sector meeting intelligence into a predictable revenue motion – driving more than \$1 million in pipeline per rep each quarter.

Leveraging Cloverleaf's real-time insights, Uber Transit is now able to detect demand earlier, accelerate outreach, engage agencies with precision timing, and most importantly, generate more pipeline than ever before.

Challenges

HIDDEN DEMAND SIGNALS

Early indicators of transit demand were buried inside lengthy board meetings, making it difficult for reps to detect opportunities in time to influence outcomes.

FRAGMENTED TOOLING AND CONTEXT GAPS

A patchwork of systems failed to deliver precision or buyer voice, leaving sales teams without actionable intelligence to guide timing and messaging.

MISSED DEAL ACCELERATION TRIGGERS

Stalled opportunities lacked timely insight to re-engage decision-makers, slowing progression and lengthening sales cycles.

Solution

Cloverleaf AI provided:

DAILY PUBLIC SECTOR INTELLIGENCE

Sellers were enabled with curated insights and relevant intelligence connected to transit needs and the decision-makers influencing outcomes.

FAST SIGNAL-TO-ACTION WORKFLOW

Opportunity indicators surfaced in inboxes, enabling immediate, buyer-aligned outreach.

Pipeline Cadence and Consistency

Automated meeting monitoring replaced manual research and created a repeatable, high-velocity prospecting rhythm.

Deal Acceleration Insight

Real-time visibility into agency discussions allowed reps to re-engage stalled deals at exactly the right moment.

CRM-Driven Execution Layer

Insights flowed into Salesforce CRM, powering personalized messaging and evidence-based follow-up without extra lift.

Results

\$1M+ PIPELINE PER REP, PER QUARTER

Real-time public meeting intelligence enabled Uber Transit reps to consistently build more than \$1M in quarterly pipeline each.

EARLY OPPORTUNITY ADVANTAGE

Cloverleaf delivered visibility so early that sellers were able to generate pipeline before competitors even realized an opportunity was emerging.

ACCELERATED DEAL MOMENTUM

Cloverleaf didn't just surface new opportunities – it accelerated stalled ones. Timely insights helped Uber Transit re-engage stalled opportunities and progress to contracting.

REPEATABLE, HIGH-VELOCITY EXECUTION

Real-time insights and decision-maker visibility empowered reps to go from signal to contact to action within minutes, turning prospecting into a repeatable – and even enjoyable – cadence that consistently produced results.

EFFICIENCY + PRECISION AT SCALE

Reps gained territory consistency, faster movement from signal to outreach, and precision messaging grounded in real buyer language.

FULL-CYCLE REVENUE ENABLEMENT

Cloverleaf became more than a source of leads. It enabled the entire motion from early first signal detection through closing.

What Uber Transit Says

“It’s the best business tool I’ve seen. My job got easier, more efficient, better – out of the park, awesome.”

“We go from insights to our CRM automatically – that’s the dream. And email automation that reflects what they actually said? That’s a game-changer.”

– Jonathan Kuehn, Senior Account Executive

“The tracking of opportunities and the ability to press the sales teams creates an incredibly powerful accountability.”

– Chris Margaronis, Head of Transit and University Partnerships