

**INDUSTRY**  
Public Safety Technology

**USE CASE**  
Government Lead Tracking  
Sales Enablement

Carbyne Ltd, a leading provider of emergency communication technology, partnered with Cloverleaf AI to identify public sector opportunities faster, empower its regional sales managers (RSMs) and business development representatives (BDRs) with actionable intelligence, and streamline campaign attribution.

By using Cloverleaf’s real-time AI insights from public meetings, Carbyne accelerated its outbound strategy and eliminated the need for manual research.

## Challenges

- MANUAL RESEARCH BOTTLENECKS**  
RSMs were unable to monitor the volume of government meetings relevant to 911 services, dispatch systems, and public safety upgrades.
- LATE OPPORTUNITY DETECTION**  
BDRs often learned about key RFPs or vendor dissatisfaction too late to influence outcomes.
- FRAGMENTED WORKFLOWS ACROSS REGIONS**  
The sales team lacked an efficient system to focus on high-potential counties or states.
- LACK OF ATTRIBUTION**  
Opportunities surfaced by BDRs were not consistently tracked or credited in Salesforce.

## Solution

- Cloverleaf AI provided:
- AUTOMATED SURFACING**  
Verified public safety sales opportunities were shared with the team within 24 hours of public discussion.
  - DAILY BRIEFINGS**  
Including AI-generated summaries, meeting speaker names, contact information, and a tailored outbound strategy.
  - REGIONALIZED LEADS**  
Team received leads aligned to their territories and population targets.
  - SHAREABLE INSIGHTS**  
Sales insights that allowed BDRs and RSMs to collaborate on leads, even outside of the Cloverleaf platform.

## Results

8-10 HOURS OF MANUAL RESEARCH ELIMINATED, PER REP, PER WEEK

Replacing manual meeting monitoring with AI-curated alerts saved significant resource time.

LEAD-TO-CONTACT TIME REDUCED FROM 3-5 DAYS TO UNDER 24 HOURS

Competitive response time drastically improved.

IMMEDIATE WINS

A BDR surfaced a priority opportunity the same day it was discussed in a public meeting, using Cloverleaf to locate the source and notify the RSM.

TERRITORY PRECISION

RSMs now filter opportunities by city, county, or state population to align outreach with target markets.

COMPETITIVE INTELLIGENCE

Sales reps accessed verbatim competitor pitches to local governments, supporting pricing strategy and positioning.

## What Carbyne Says

*“This is the kind of thing that’s going to help us hit speed-to-lead goals. Any tactic I can throw against that metric is ideal.”*

— Chris Nolan, Demand Generation

*“I want our RSMs to get the information they need—fast, accurate, and local. Cloverleaf makes it easier for them to find good leads and act on them.”*

— Cara Vermillion, Sales Operations Manager

*“I don’t have time to watch board meetings. Cloverleaf’s summaries make it easy to focus on what matters and take action quickly.”*

— Mackenzie Folsom, Regional Sales Manager

*“A BDR sent me a lead the same day it was discussed in a city meeting—he already had the transcript and a video clip. I had no idea how he found it so fast. It was Cloverleaf.”*

— Lori Harpring, Regional Sales Manager

## Looking Ahead

Cloverleaf continues to support Carbyne through:

- Continuously expanding coverage with new cities, counties, and agencies to increase visibility across the U.S.
- Delivering new AI-driven insights into buyer behavior, speaker sentiment, and the decision-making hierarchy within key government entities.