

elefante RevOps Drives GTM Transformation for Series A FinTech

See how Flex's partnership with elefante RevOps exemplifies the transformative impact of a strategic RevOps approach on scaling a venture-backed GTM strategy.

Quick Facts

FOUNDED 2020	ANNUAL REVENUE \$25M+ ARR (scaled from \$5M in 6 months)
TEAM SIZE 100 employees (began at 30)	INDUSTRY Banking / Financial Services

Solutions Provided

- RevOps as a Service
- CRM Migration

Situation

Flex, a Series A FinTech startup backed by \$120 million in equity and debt, was positioned to revolutionize financial services with its finance super-app, credit, and banking solution for business owners. Operating in a competitive market, Flex relied on an account-based go-to-market (GTM) strategy powered by outbound sales motions and event-driven marketing.

However, inefficiencies in their revenue operations (RevOps) ecosystem created significant roadblocks. With a lean team, Flex needed to optimize every aspect of their GTM execution—spanning customer acquisition, onboarding, and revenue retention—to maintain their hyper-growth trajectory.

Pain Points

Fragmented GTM alignment: A fragmented approach to sales, marketing, and customer success alignment impacted pipeline management and visibility.

Ineffective CRM workflows: Misaligned data governance hindered account-based marketing (ABM) efforts and limited operational insight.

Failed in-house RevOps hire: An internal hire left strategic oversight gaps across GTM operations.

Complex operational demands: First-party data integration, regulatory compliance, and multi-team handoffs for customer onboarding created friction.

Inefficient tracking: Sales targets, commissions, and event ROI were tracked inconsistently, leading to poor decision-making.

Impact & Solution

Flex partnered with elefante RevOps—referred to by an investor—to fill the strategic RevOps leadership gap and transform their GTM operations. elefante implemented a holistic, phased approach:

RevOps Audit and Strategic Alignment: Conducted a comprehensive assessment of Flex's GTM motions to identify inefficiencies, misalignments, and opportunities for growth.

Data-Driven GTM Optimization: Rebuilt processes to optimize ABM strategies and outbound sales motions, ensuring seamless collaboration between sales, marketing, and customer success teams.

Revenue Workflow Design: Streamlined multi-functional processes, from pipeline management to customer onboarding, ensuring consistency in data governance and regulatory compliance.

Advanced Reporting and Analytics: Designed performance dashboards to track metrics critical to Flex's GTM strategy, including sales targets, rep commissions, and event ROI.

Enablement and Knowledge Transfer: Provided customized sales coaching, GTM training, and knowledge base development to empower the team with scalable RevOps practices.

Results

5X ARR Growth in 6 Months

Scaled from \$5M to \$25M ARR by optimizing GTM efficiency and execution.

Enhanced Decision-Making

Built sophisticated reporting systems equipping leadership with actionable, data-backed GTM insights.

Streamlined Revenue Processes

Implemented robust workflows unifying sales, marketing, and customer success for faster deal velocity.

Operational Maturity

Enabled Flex's early-stage revenue team to function like a well-established enterprise, building a foundation for long-term scalability.

Summary

Flex's partnership with elefante RevOps exemplifies the transformative impact of a strategic RevOps approach on scaling a venture-backed GTM strategy. By aligning processes, optimizing data flows, and empowering

teams with operational discipline, elefante helped Flex overcome key challenges and achieve hyper-growth.

With elefante RevOps as their fractional RevOps team, Flex not only realized immediate GTM efficiencies but also positioned themselves for sustained revenue growth and market leadership.

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