How elefante RevOps Helped Krisp Transform Lead Prioritization With Scalable Lead Scoring

See how Krisp partnered with elefante RevOps to turn high-volume inbound demand into actionable prioritization—aligning HubSpot and Salesforce with a multi-factor scoring system built for scale.

Quick Facts

FOUNDED 2017	**ANNUAL REVENUE** $10M+ ARR
TEAM SIZE 100 employees	**INDUSTRY** Software – AI Voice & Audio Technology

Solutions Provided

- Lead Completeness Score
- Form Intent Score
- Website Behavior Score
- ICP Fit Score

Situation

Krisp, an AI-powered voice enhancement platform, had achieved significant growth and established itself as a leader in the voice productivity space. With a large inbound lead flow driven by product virality and organic marketing, the company faced a classic scale-up challenge: how do we know which leads are actually worth our time?

Despite using industry-leading platforms like HubSpot and Salesforce, Krisp lacked the operational visibility to determine which contacts were ready for sales outreach, how their Ideal Customer Profile (ICP) was evolving, and which marketing efforts were generating the most valuable leads. They engaged elefante RevOps to build

a system that could bring clarity to the chaos, and unlock real-time, actionable insight from their lead funnel.

Pain Points

Krisp's main struggle was simple, but critical: volume without visibility. Every day, hundreds of leads were flowing into their systems—but with no lead scoring or centralized prioritization process, the marketing and sales teams struggled to:

- **Identify high-value leads from the noise:** Quickly surface the prospects most likely to convert based on fit + intent, so reps spend time where it matters.
- **Understand the quality of incoming data:** Catch missing, inconsistent, or low-confidence fields early to protect routing, personalization, and reporting.
- **Measure behavioral intent:** Translate engagement signals into actionable buying intent—beyond "someone filled out a form."
- **Spot patterns and trends in the CRM database:** Uncover what's changing across ICP, sources, and behaviors to refine targeting and improve pipeline quality over time.

Compounding the issue, their marketing team operated in HubSpot while the sales team lived in Salesforce—further fragmenting visibility and slowing down the handoff between MQL and SQL.

Impact & Solution

Initially brought on for a one-time project, elefante RevOps soon proved indispensable and was retained under a long-term RevOps as a Service engagement. To solve Krisp's lead visibility and prioritization problem, elefante implemented a multi-factor lead scoring system designed specifically for high-volume SaaS organizations.

Custom Score Properties in HubSpot — five scoring dimensions:

- **Lead Completeness Score** – Validates the quality of contact data (e.g., full name, phone, address).
- **ICP Fit Score** – Scores based on seniority, department, company size, and industry.
- **Engagement Score** – Tracks email opens, clicks, and re-engagement from dormant contacts.
- **Form Intent Score** – Differentiates between high, medium, and low-intent form submissions.
- **Website Behavior Score** – Measures visits to high-value product and pricing pages.

Cross-System Integration: The scoring logic was synced from HubSpot to Salesforce, allowing both marketing and sales to operate from a single source of truth.

Reporting Infrastructure: Using the new lead score dimensions, Krisp's team could generate dashboards showing evolving ICP trends, lead source performance, and behavior-driven qualification—unlocking predictive insights from both fresh leads and dormant database contacts.

Results

Lead Prioritization Clarity

Sales reps now had a clear, unified view of which leads to prioritize based on total score and intent level.

ICP Evolution Visibility

Krisp could now see changes in their ideal customer profile over time—enabling better targeting and campaign design.

Cross-Team Alignment

With Salesforce and HubSpot aligned through synced scoring, marketing and sales worked from a shared understanding of lead quality.

Proactive Outreach

No longer reliant on just form fills, Krisp could now surface and engage existing contacts who showed renewed interest through behavior and email interactions.

System Reusability

The custom scoring system became a blueprint for future elefante clients with similar challenges—modular, replicable, and battle-tested.

Summary

Before elefante RevOps, Krisp was drowning in leads with no way to know which ones mattered most. After elefante, they had a sophisticated lead scoring system that gave sales and marketing the clarity to focus on what counts: engaged, high-fit prospects with real intent to convert.

By moving from reactive to proactive pipeline management, Krisp didn't just improve efficiency—they gained a deeper understanding of their buyers, their ICP evolution, and their go-to-market effectiveness. From chaos to clarity, Krisp now has the operational intelligence to scale smarter, faster, and with more confidence.