

How TenderApp boosted win rates by 66% with Claap

+66%

win rate in one quarter

SaaS · Netherlands

1–49 employees

AI for public-sector tenders

Head of Revenue Operations

— About

TenderApp is a fast-growing SaaS platform based in the Netherlands that helps companies win more public-sector tenders through AI-powered discovery and planning. When Sjors de Kleijn joined as Head of Revenue Operations in late 2024, the product-market fit was strong but the operational muscle to scale was missing.

— The challenge

There were no real aligned processes and the data hygiene was poor. The blockers: inconsistent sales qualification, no coaching framework, little insight into what reps actually said on calls, and CRM data gaps with weak follow-up tracking. The team wanted to roll out the SPICED methodology but had no visibility into how well it was being adopted.



Claap helped us go from chaos to structure. We finally have a repeatable sales process, and it's working.

Sjors de Kleijn, Head of Revenue Operations, TenderApp

— How they use Claap

- 1** Built a coaching engine: every SDR and AE call is recorded, and Claap's AI summaries, talk-ratio analysis and Smart Clips make it easy to review and coach calls at scale.
- 2** Standardized the methodology: they rolled out SPICED and used Claap to assess how well reps followed it, surfacing gaps in discovery and qualification.
- 3** Templated every meeting type: qualification calls, onboarding, CS check-ins, even marketing interviews, all synced to HubSpot.
- 4** Fed insights back into GTM: with Smart Columns they analyzed trends across meetings to refine their ICP, roadmap and content.

— The results

9% → 15%

SQL-to-win rate, in a single quarter

+66%

relative lift in win rate

1 process

repeatable, actually followed

0

admin overhead on CRM hygiene

“Claap helped us get insight into how the calls are going. Do we understand what the customer wants, or are we just talking all the time?”

Sjors de Kleijn, TenderApp

— Copy the playbook

- Record every call so you can coach at scale, not just spot-check.
- Standardize on one methodology (e.g. SPICED) and measure adherence, don't assume it.
- Template every meeting type and sync it to your CRM so data lands automatically.
- Run Smart Columns across calls to feed your ICP, roadmap and content with real insight.

See what Claap can do for your sales team

claap.io

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