SWEET TAKES

S1E6

Automation That Feels Human

Season 1 Episode 6 Notes

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bigleap

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Episode Synopsis

Automation is supposed to make business better. Faster responses. Smoother systems. Happier customers. So why do so many automated experiences feel like you're just a mere digit in someone's CRM funnel?

In this episode of the Sweet Takes Podcast, Coby goes for a Swig run with Dallas Olsen, Director of Revenue Operations at Big Leap. Together, they unpack one of the biggest misconceptions about AI and automation: that scaling systems via automation means sacrificing humanity.

About

Dallas Olsen

Expertise: HubSpot CRM Architecture, Revenue Operations Strategy, Workflow and Automation Design, Cross-functional Process Optimization, Systems Integration, Data Structure and Reporting

Dallas has been doing Revenue Operations far longer than he's had the title. Before joining the digital marketing world, he built automated systems in the mortgage industry that streamlined loan processing, reduced manual work, and improved accuracy. Before that, he created inventory tools that cut waste and saved money in the fitness industry.

That problem-solving instinct to fix broken processes and make systems run smarter naturally led him into digital marketing. Supporting sales teams on the agency side i ntroduced him to CRM management, operations strategy, automation, and cross-department alignment. RevOps quickly became the natural next step.

At Big Leap, Dallas has supported over 30 clients across industries such as eCommerce, SaaS, home services, medical, real estate, legal, financial services, and more. No matter the vertical, he's known for diagnosing operational gaps, building clean infrastructures, and designing systems that scale.

Dallas sees RevOps as "one giant puzzle," and thrives on turning chaos into clarity. He's known for connecting dots others miss, approaching problems with both creativity and logic, and delivering solutions that genuinely make businesses run better. The most fulfilling part of his role is creating systems that save time and produce real operational impact.

At Big Leap, Dallas enjoys the variety, the collaboration, and the opportunity to build structure in complex environments. He's trusted with big, messy challenges, and he has a talent for bringing calm, thoughtful energy to even the busiest moments.

Outside of work, you'll find him outdoors, swimming or paddleboarding, listening to music, watching great films, spending time with friends, or enjoying life with his dogs, Tiger and Pepper.

Education: Dallas holds a Bachelor of Science in Business Administration with an emphasis in Marketing from Western Governors University. He has completed multiple HubSpot Academy certifications and partner-level trainings, continually strengthening his technical and strategic expertise.

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Show Notes

Dallas has been building operational infrastructure long before “RevOps” became a buzzword.

And he’s seen the same pattern over and over again—companies drowning in manual work while their sales teams spend precious time doing things computers are objectively better at.

Things like reviewing leads, assigning contacts, writing notes, and updating CRMs.

None of that is where relationships happen.

But here’s the twist: Most experiences that feel robotic aren’t caused by automation.

They’re caused by broken processes. Slow follow-ups. Missing context. Internal chaos that customers can absolutely feel, even if they can’t see it.
Dallas walks through how smart automation (e.g., instant lead scoring, AI-generated call notes, and seamless handoffs) can actually create a more personal experience because teams finally have time to focus on the human parts: *listening, thinking, and connecting.*

The conversation also tackles the elephant in the room: AI voice. Everyone thinks they can spot an AI-generated message in about six words.

Dallas explains why that happens (hint: lazy inputs) and how training AI systems with tangible examples changes the game entirely.

The bigger takeaway is refreshingly simple: **Automation shouldn’t replace people. It should remove the invisible friction that keeps people from doing their best work.**

Because when systems run smoothly, relationships don’t feel automated.

They feel effortless.

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Key Takeaways

- Automation should remove friction, not humanity.
- Speed to lead is a competitive advantage.
- Customers don’t hate automation. They hate broken processes.
- Better systems create better experiences.
- Garbage inputs = generic AI. Specificity is leverage.

Related Reading

- 7 RevOps Best Practices
- RevOps Strategy: Unlock Sustainable Revenue Growth
- Traditional SEO vs. AI Search Optimization