



The only [Unified-CXM](#) that empowers global brands to seamlessly manage audience data, marketing, social engagement & sales, and customer service all in one platform.

Sprinklr's inside sales team are super users of dashboards, leaderboards, and goals.

CHALLENGES

Subpar rep productivity & no way to benchmark conversion metrics

Decreasing team collaboration in a remote world

Time-intensive (manual) competition management

No coaching standards with no way to consolidate 1:1 documentation

SOLUTION

Optimized dashboards and in-depth performance reports

Increased cadence of competitions with benefits of automation

A standardized coaching program across their inside sales organization

RESULTS

Generated 2x revenue during Ambition competition compared to same time period of previous year

Decreased time to ramp to less than 3 months with Ambition

With 200+ standardized reports in Ambition, managers at Sprinklr realize immense time savings when analyzing revenue performance



"I used to be very beholden to whatever dashboards I'd created in Salesforce or whatever data was available to me, or the data was just so hard to get ahold of that I wasn't using the data to lead. For me to be able to have, at any given time, the data that I want and need and being able to use that on an individual basis allows me to be a better coach."

Brett Dalbey, Associate Director of Inside Sales

