



Global communications giant that provides wireless voice, messaging, and data services to customers around the world.

Paired Ambition's coaching tools with their data to understand the bottom line.

CHALLENGES

Lacked the technology to link their robust Einstein Analytics to their coaching

No visibility if their coaching strategies were working or if they were being used

Couldn't measure business impact or hold teams accountable without data

SOLUTION

Developed custom coaching templates to provide consistency and structure for front-line sales managers

Surfaced sales activity data in Einstein to bring visibility to coaching effectiveness

Embedded coaching templates in Salesforce to minimize process disruption

RESULTS

Adherence to HR initiatives around documented development

Gained clarity into how coaching strategies are actually performing in the field

"With Ambition, the 1:1s go like clockwork"
- Renard Smoots



"New employee onboarding is what I set out to define, design, and deploy with Coaching Cadences. We're using **Ambition** to solve high-level business problems."

Adam Thompson, Senior Program Manager

