



Movate SalesEdge

AI-powered, human-driven end-to-end solutions

As buying behaviors shift, companies are struggling to keep up with the rising costs of customer acquisition. Some companies spend close to 40% of their revenue on acquisition to a point of diminishing return. Optimizing each phase of the sales lifecycle through focused digital interventions is an art and this is where Movate shines.

Movate SalesEdge has been designed to streamline, automate, and optimize every phase across the entire sales lifecycle from lead generation to retention. By combining human expertise with cutting-edge AI-powered solutions, Movate helps convert more leads, and at a faster pace generating a better bang for your buck.

Solutions to Optimize Success at Every Sales Stage

PRE-SALES

- Lead scoring, generation & qualification
- Agentic outreach across channels
- Customer persona and profile mapping and management

INBOUND / OUTBOUND SALES

- GenAI in-call agent assist
- Gamified sales performance management
- Data science overlay

CUSTOMER SUCCESS & ONBOARDING

- Customer onboarding
- Service adoption and acceleration
- High-margin upsell and cross-sell
- Customer value and engagement

CHURN PREDICTION & PREVENTION

- Churn pattern identification and prediction
- Proactive churn prediction
- Stated and non-stated intent based smart routing

Movate AI –
An ecosystem of tools and technology partnerships fuels innovation

Buyer Intent Insights

bombora **SupportLogic**

Conversational AI & Chatbots

conversica **Salesforce Einstein** **Copilot**

Sales Automation & Productivity

Salesloft. **Outreach**

Churn Prediction, Predictive Scoring

reef.ai

Customer Analytics

movate
insights

Customer Success

Gainsight

Ecosystem enablers

Incubation Center
for low-risk POC

Experienced teams steeped
in sales culture and behaviors

Movate SalesEdge Framework
AI-led; backed by data science

Outcome-based engagement
to guarantee sales outcomes



“Leader” in Conversational Commerce 2025 NEAT
for Sales, Retention, and Overall Capabilities



Silver Globe® Award in “AI for Sales”
For Excellence in AI-Driven Sales Enablement



Titan Gold Award – “Best AI Tech Innovation”
for Movate Sales Agent Assist



Why Movate?

A Sales-Focused Outcome-Based Model



Our operational excellence framework

GenAI infused hiring, immersive & simulated training, gamified performance management



Dedicated Sales Practice

3,200 Sales Experts



Low Sales Attrition

4.5-5%



Ability to Scale

800-1,000 Agents Onboarded Monthly

2,000-3,500 During Peak or Ramps



25%+

Increase in Conversion for clients through Data Science



7 Sales Hubs

(India, Philippines, Colombia, Costa Rica, Poland, South Africa and USA)



95%

Our clients are proud advocates, rating us a perfect 10 on NPS

25+ Years
of delivering results

13,000+
Employees

8 years
Average customer relationship

20
Global delivery locations

Plano, Texas
Headquarters

300+
Analyst recognitions

75+
International awards

AI-Powered Impact: Drive Scalable, Insights-Led Sales Growth

2.5M+

active subscriber base across 10+ product lines with AI-powered sales and support gamification - An American cloud communications leader.

34%

growth in lead generation with GenAI for a leading tech company.

< 4%

abandoned rate via novel AI interventions in service coverage for a top e-signature company.

7%

higher conversion rate via consultative selling & higher ACVs for a global electronics firm.

Explore Movate's 'Incubation Center'

Our 'Incubation Center' is the perfect space to test, refine, and scale new sales programs. Our Incubation Center offers a low-risk environment to see what works best for your business.

For more info about the center, [contact us](#) or visit [Movate SalesEdge](#).



About Movate

Movate is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and relentless focus on driving client outcomes. It helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its diverse talent of over 12,000 full-time Movators across 21 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages. Movate has emerged as one of the most awarded and analyst-accredited companies in its revenue range.

For more information on Movate or any of our services, please send a mail to info@movate.com or visit www.movate.com.

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