AI-Powered Program of the Year

This award honors a team or individual that has successfully applied AI to transform a key area of the buyer journey — from smarter lead scoring or routing, to predictive analytics, personalization, or post-sale engagement. Winners are driving real impact by pairing innovation with measurable outcomes.

THE WINNER

Uber

The Challenge

Uber for Business faced a significant challenge in equipping its sales teams with the necessary insights to engage with accounts effectively. Sales representatives were spending up to four hours per week on manual research, gathering information from multiple siloed systems. This time-consuming process led to inconsistent sales outcomes, as reps struggled to identify and prioritize the most promising opportunities.

The lack of a centralized data source made it difficult for sellers to get a standardized snapshot of an account's attributes, potential, and intent signals. As a result, reps often struggled to understand what made an account strategically important, leading to a lack of confidence when navigating large books of business.

The Operational Approach

To address these challenges, the Uber for Business team created a custom AI-powered co-pilot for its sales representatives. The solution leveraged internal data and integrated with external sources to provide a centralized hub for all account intelligence. The team's approach was a phased rollout with continuous feedback loops, ensuring the tool met user needs.

The co-pilot was built with a user-centric design, focusing on key capabilities like "Know Your Customer" and "Personalized Outreach." It includes several modules, such as a Customer Synopsis for quick account overviews, Ask IQ for answering specific questions, and Product Recommendations for tailored upsell opportunities. The team also incorporated a user rating system to gather detailed feedback, which helped them iteratively refine the tool based on the user experience.

The implementation of this AI-powered solution enabled sales representatives to focus on strategic engagement rather than manual data collection. By providing immediate access to critical insights, the tool helped improve the efficiency of the sales team and ensure more consistent outcomes.

Operational Results

The new AI-powered co-pilot transformed how Uber for Business sellers engage with accounts, making sales motions more efficient, consistent, and data-driven. The initiative led to significant efficiency gains and a measurable impact on sales performance.

- 81% sales adoption within the first quarter of launch
- 20% increase in contact response due to higher quality outreach
- Approximately 17,000 new opportunities have been created based on buyer personas recommended by the Copilot since launch
- Shortened average sales cycles by 20% or 14 days

"Our vision was to give every seller a true co-pilot — one place for insights, recommendations, and outreach support. Now, sellers can focus their efforts on engaging customers, with AI delivering the account intelligence they need right at their fingertips. It's proof that AI can make sales execution faster and more consistent at scale."

Nicole Peinado, Sales Operations Manager, Systems & Tools, Uber for Business