



SUCCESS STORY

# Onboarding: Fast and effective.

How Uber revolutionized the onboarding and upskilling of new sales reps in its EMEA expansion with Jam

CUSTOMER

**Uber**

Revenue activation in practice

# In their words.



**Gijs Meeder**

EMEA Expansion Lead at Uber



We started working with Jam about a year ago, and it's been a great partnership. Their AI simulations give our sales team a safe space to practice and sharpen their skills without burning through real leads.

We've also started using it in our hiring process to identify sales talent. Being able to see how candidates perform in simulated cold-calls has been a great value-add and efficiency booster.

I looked at a bunch of solutions in this space. What sets Jam apart is how realistic the simulations feel and the quality of feedback reps get. It genuinely helps people get better fast. Their service is also amazing.

We're now rolling Jam out more broadly across EMEA as part of our push to leverage technology for sales excellence.

I'm proud to be driving this initiative personally!

THE IMPACT, IN THEIR WORDS

**“It genuinely helps people get better fast.”**

UBER × JAM



LET'S TALK

# Want to boost your own onboarding program?

Jam helps you ramp up your reps quicker and more efficiently.

Get in touch with us to learn more.



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GET IN TOUCH