

## About Master-O:

Founded in 2019, Master-O was created out of a burgeoning need expressed by business leaders, sales or marketing heads and L&D professionals to: -

1. Boost frontline productivity
2. Increase their capability & confidence
3. Sustain their engagement and reduce attrition

## Mission:

We believe that by elevating customer interactions for frontline reps, they are well placed to address the above objectives as well as enhance customer experience.

To achieve this mission, we focus on three things by placing the frontline rep and the customer interaction at the center of the approach:

1. Contextual and convenient capability development using microlearning, game-based assessment & AI based sales coaching
2. Enablement with the right content in the flow of the customer conversation and
3. Ongoing engagement to nudge and generate quick wins based on behaviors that are predictive of success

## Clientele:

With experience across Auto, FMCG, Pharma, Banking, Insurance & Retail industries, Master-O has powered close to 4 Lakh frontline reps and generated 80% higher sales productivity, 39% more cross sell, 70% faster go to market and 25% higher sales coverage for Indian and Multinational clients.

## Achievements:

- Master-O is a category leader on G2.com in the categories of Microlearning, Sales Gamification, Sales Training and Onboarding, and Content Authoring.
- Master-O is ranked as a leading platform by customers in G2's latest 2025 Winter Report.

## Connect with us at:

Website: [www.masteroapp.com](http://www.masteroapp.com)

LinkedIn: [www.linkedin.com/company/master-o-sales-enablement-and-gamification/](https://www.linkedin.com/company/master-o-sales-enablement-and-gamification/)

YouTube: <https://www.youtube.com/watch?v=sEoOXvE0uil>

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