



Ben Bacca, Sales Development, Spring EQ

Mova.AI has become an essential part of our sales and compliance strategy at Spring EQ. With a large sales team operating across the country, communication between our Loan Officers and potential customers is critically important. Mova enables us to monitor and analyze these conversations with 100% coverage, giving us complete visibility into compliance performance and sales behaviors—something that was previously only possible through selective manual reviews.

The onboarding experience was seamless. The Mova team provided support during setup and continues to be a valuable partner as we expand our use of the platform, explore API integrations, and build out new conversational insights and data points that further refine how we understand and measure sales performance.

Since implementation, Mova has improved both compliance oversight and sales coaching effectiveness. Our leadership team can now identify key behaviors and trends across thousands of real customer interactions, rather than relying on a handful of random call reviews. Coaching sessions have become more efficient and outcome-focused, enabling our managers to target specific areas for improvement and drive better individual results.

Mova is now utilized across several functions within Spring EQ, including sales coaching, compliance, and marketing. It has quickly become a critical component of our daily operations and performance reporting.

The most valuable aspect of Mova is its ability to turn real conversations into actionable insights. By understanding what truly happens in our customer interactions, we've been able to enhance sales consistency, elevate compliance standards, and strengthen the overall performance of our sales organization.