



Keynote Presentation | **[Platform Migration]** SoundCloud's Seamless Migration to Enhanced Engagement in 12 Weeks!



moengage

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Director, Digital Growth
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Navigating Vendor Selection:

SoundCloud's

Seamless Migration to Enhanced
Engagement in 12 Weeks!



Chris Smith

Sr Growth Director
MoEngage



Before



After





Live Show
Week 5

møengage





IVR & VOICE SELF-SERVICE

BIOMETRICS & AUTHENTICATION

OUTBOUND AUTOMATION

CONVERSATIONAL IVR

CONVERSATIONAL AI PLATFORM

ANSWER BOT

KNOWLEDGE MANAGEMENT

CONTACT CENTER

AUTOMATED SUPPORT

SUPPORT

MESSAGE-BASED

MOBILE & IN-APP

CPAAS

CUSTOMER SERVICE & CASE MANAGEMENT (CRM)

CAMPAIGN MANAGEMENT & CALLBACK

B2C SERVICE CDP

ASSISTANCE

DESKTOP INTEGRATION & AUTOMATION

CO-BROWSING & CONTENT SHARING

CONTACT CENTER AUGMENTATION

QUALITY MANAGEMENT (QM/QA)

WORKFORCE MANAGEMENT

PERFORMANCE MANAGEMENT

SPEECH & INTERACTION ANALYTICS

VOICE OF THE CUSTOMER

CUSTOMER JOURNEY ANALYTICS

DATA VISUALIZATION

GAMIFICATION



Shiny New Object

Nice To Have

All-Singing, All-Dancing System

Obvious Choice

Low Cost vs ROI

Without End-User Input



SOUNDCLOUD



SOUNDCLOUD

400+

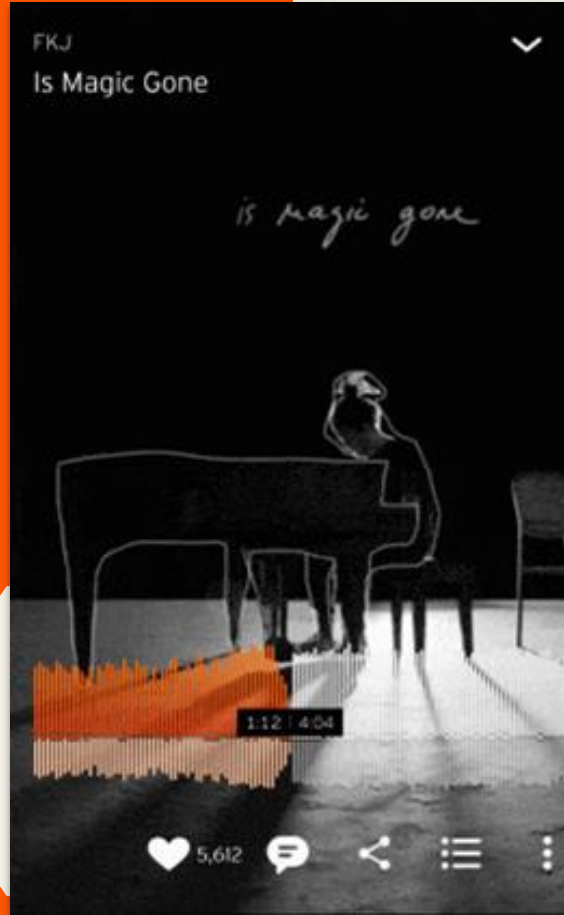
Million tracks

40+

Million artists

190+

Countries



200+

Campaigns

12 Weeks

Migration

15%

Increase in
engagement

What was SoundCloud's Martech stack like when you joined?



Hope Barrett

Director of Product
Management



How did you decide to start an RFP?



Hope Barrett

Director of Product
Management



So we need to be able to rely

How did you get team buy-in?



Hope Barrett
Director of Product
Management

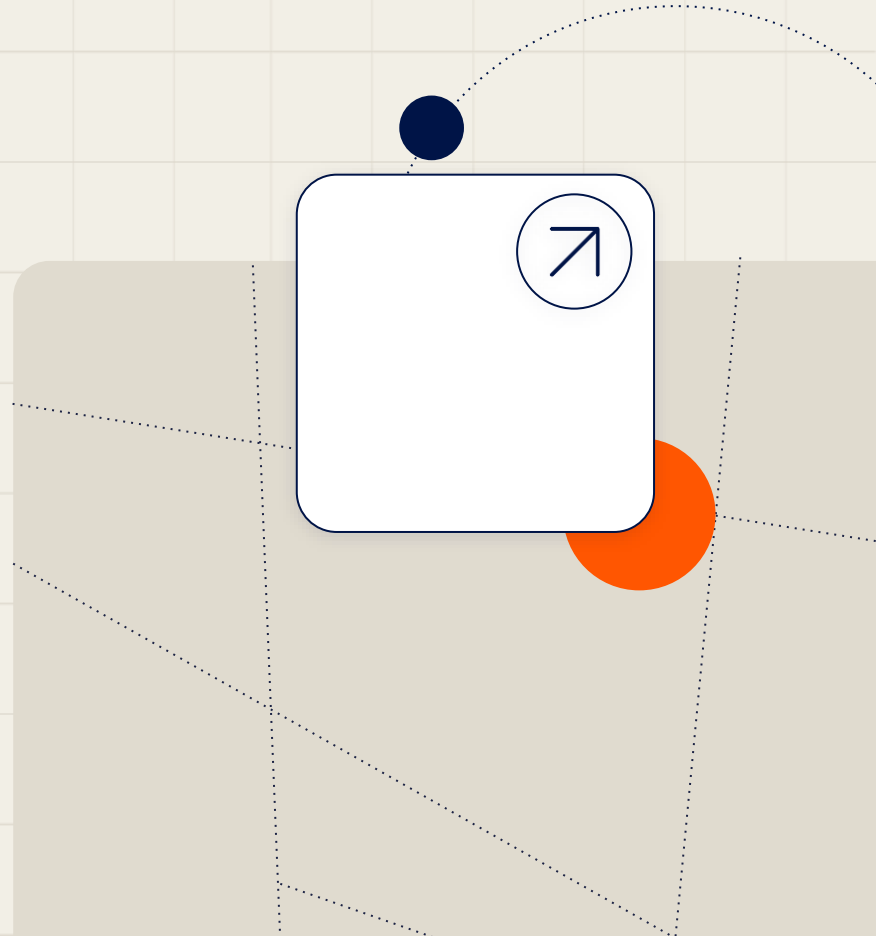


**As far as, like getting buy in,
I think there was**

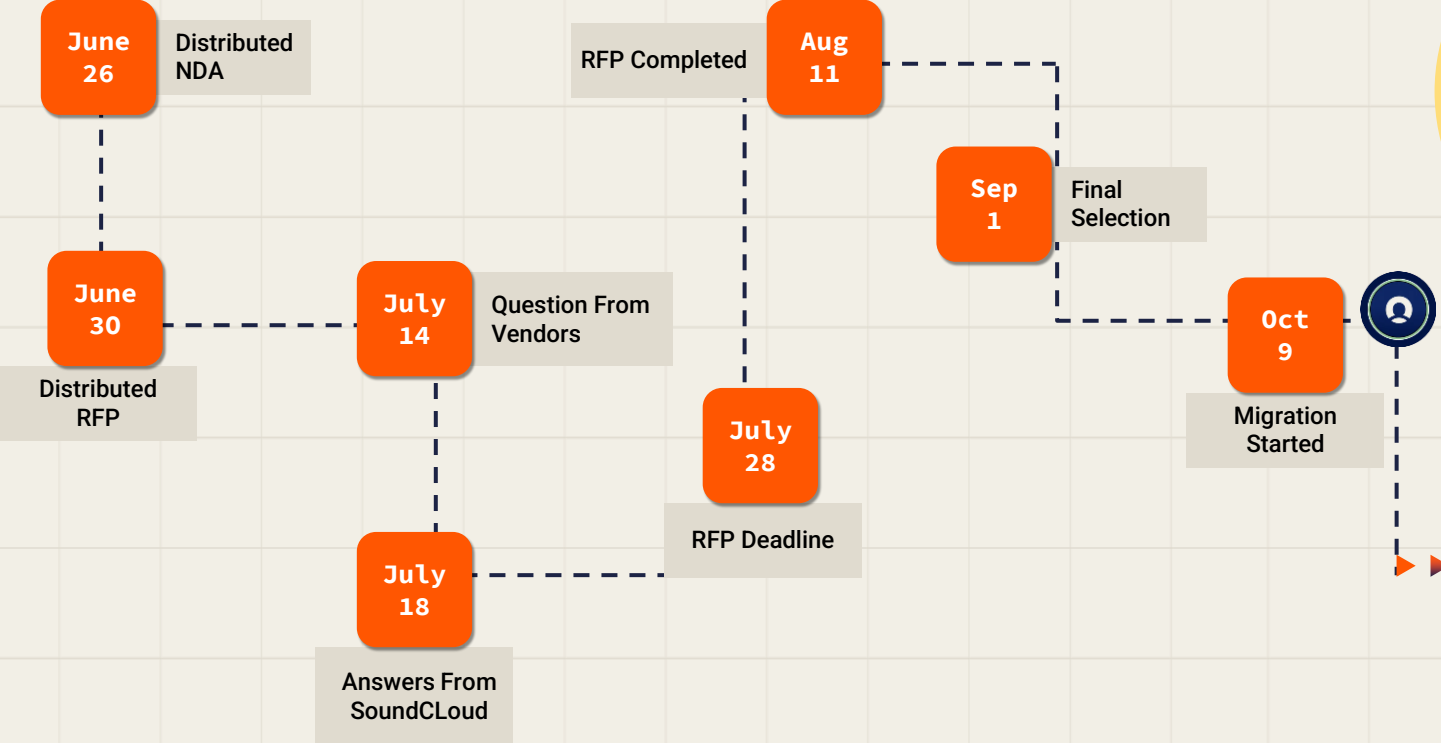
Discovery Process

(what questions to ask and criteria to consider)

- Step 1:** Understand the space
- Step 2:** Involve relevant stakeholders
- Step 3:** Support questions and requirements



RFP Evaluation & Migration Timeline



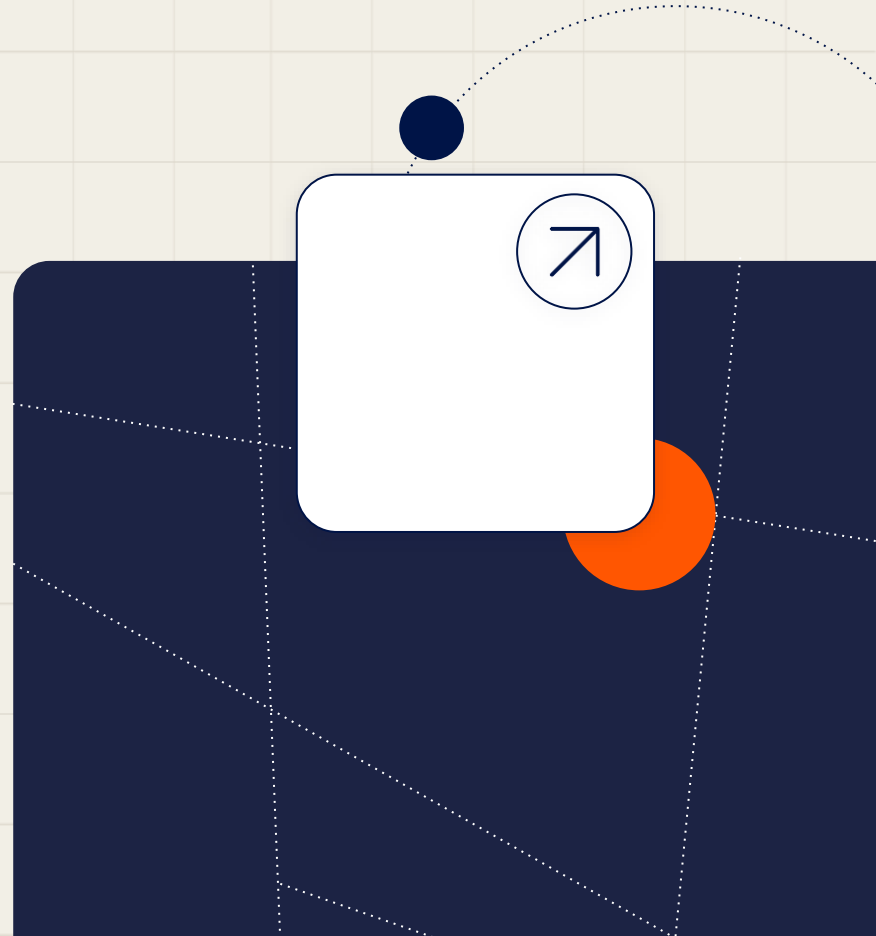
68 days
from evaluation
to selection

6 vendors
3 finalists
1 winner



Summary

- 1 Understand the space
- 2 Right stakeholders
- 3 Product fit - needs and requirements
- 4 Technical capabilities
- 5 True partnership



FREE ACCESS

Scan for SoundCloud's
RFP template



THANK YOU!

For a shot at winning sleek
Sony Headphones worth £300...

- 1.** Scan the QR code to enter.
- 2.** Visit booth #4 and verify entry with a MoEngage team member.
- 3.** The winner will be notified by email on **November 14.**

