C3.ai

# ⊞ C3 AI CRM: AI-Based CRM

## Next-Generation CRM Designed for AI-Machine Learning

C3 AI® CRM is a predictive customer relationship management (CRM) application. C3 AI CRM leverages real-time machine learning and AI to create predictions and recommendations that drive operational excellence and profitability across sales, marketing, and customer service.

To achieve this, C3 AI CRM integrates enterprise, extraprise, transaction, economic, social, sensor, demographic, geolocation, news, reporting, and financial filing data into a single, federated image on the C3 AI Suite and applies advanced machine learning and AI-driven algorithms to it. The resulting predictions and recommendations are continuously provided to end users. C3 AI CRM enables both dramatic improvements to traditional sales, marketing, and customer service tasks, such as revenue forecasting, and net-new capabilities such as predictive opportunity closure likelihood, recommended sales actions, and contact relationship scoring. Furthermore, the underlying analytics can be modified by analysts and data scientists using both visual and programmatic interfaces.

### Feature Summary

- **Improve Forecast Accuracy**
  Apply AI to data from internal and external sources to deliver a more accurate revenue forecast that automatically updates in near real time.

- **Recommend Revenue-Generating Actions**
  Predict propensity to buy, likelihood of closure, product preferences, and deal risks, and recommend the best actions to sales representatives.

- **Score Customers and Leads**
  Dynamically predict lead quality, lifetime value, and churn likelihood to reduce cost of acquisition and improve conversion.

- **Know the Logic Behind the AI**
  View meaningful explanations for all AI-generated scores that augment human experience and give sales representatives the confidence to take action

- **Understand and Modify Analytics**
  Analyze and monitor performance across algorithms in the data understanding dashboard. Edit analytics with a visual interface or with the C3 AI Suite's integrated Python notebook functionality.

- **Capitalize on Insights Anywhere**
  Leverage geolocation and mobile device data to ensure timely and accurate recommendations to representatives in the field.
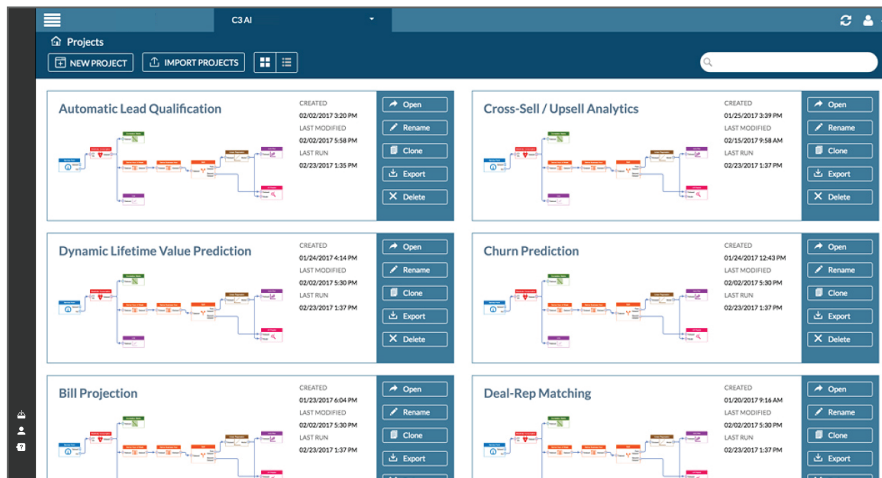


*Figure 1. C3 AI CRM applies advanced machine learning to the core processes of sales, marketing, and customer service so that you can run your business optimally.*

**Proven Results in 8-12 Weeks** | **Visit c3.ai/get-started**

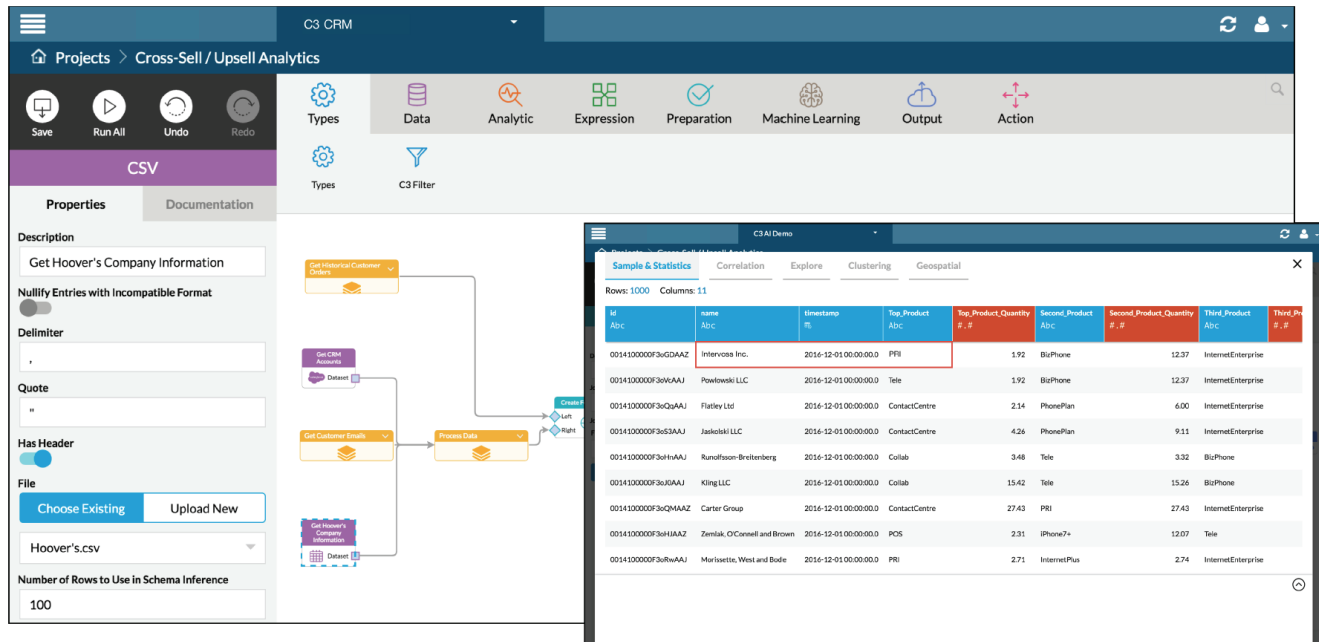# C3 AI CRM Delivers Insights to Lift Revenue and Profitability



Figure 2. Modify predictive analytics using C3 AI CRM's visual machine learning interface, and stream results to end user devices at the push of a button.

## With C3 AI CRM, sales, marketing, and services professionals can:

- Pursue the highest-value sales opportunities with AI-based predictions including closure likelihood, expected revenue, product preferences, key decision-maker contacts, and more.

- Prioritize high-yield sales prospects that match your target profile from C3 AI CRM's proprietary prospect ranking system.

- Predict lifetime value of leads as they arrive in the CRM system so that marketers can rapidly assess whether or not campaigns are meeting quality standards.

- Understand which customers are likely to churn in the near future and which customer service actions are most likely to prevent attrition.

- Categorize and resolve service cases automatically in real time as they arrive. Enrich CRM views with relevant customer information to accelerate time to resolution.

- Focus on adding unique value: selling instead of qualifying leads, marketing instead of collecting data, serving instead of managing crises.

## C3 AI CRM delivers value for modern enterprises by:

- Creating certainty that operations are not only efficient, but effective, through state-of-the-art predictive analytics, monitoring, and closed-loop feedback.

- Integrating real-time machine learning and AI recommendations and predictions into new or existing workflows for rapid operational improvements.

- Delivering a unified, end-to-end solution across business units, rather than a patchwork of different applications, in the extensible C3 AI CRM application.

- Scaling with your data. C3 AI CRM is built on the C3 AI Suite, and can dynamically scale to 1 million writes per second based on processing requirements. The C3 AI Suite is proven at scale in the largest global IoT deployments.