

# Advance Your Sales Team With AI

By 2020, 30% of all companies will employ AI to augment at least one of their primary sales processes.<sup>1</sup>

With the advent of artificial intelligence (AI), sales managers now have the resources to streamline sales processes and skyrocket team productivity in groundbreaking ways. 83% of the most aggressive adopters of AI and cognitive technologies say their companies have already achieved either moderate or substantial benefits.<sup>2</sup>

With these kinds of statistics, businesses that don't have an AI implementation strategy in place risk irrelevancy. Sales teams in particular must combine their efforts with disruptive technologies to improve efficiency as companies cannot afford to waste time and money on outdated, time-consuming or unnecessary processes.

## Sales team efficiency

The Bridge Group found that **sales productivity is the No. 1 challenge for 65% of sales organizations**. In fact, sales reps spend nearly 64% of their time on non-revenue generating activities.<sup>3</sup> According to the Harvard Business Review, this wasted time and inefficient processes—what experts call "organizational drag"— **costs the US economy a staggering \$3 trillion each year**.

Automation Hero's leading-edge AI platform automates the primary repetitive tasks that detract from efficiency (and selling). Our core capabilities include:

### Automate common customer requests

- Draft email responses
- Schedule meetings
- Route requests to proper department or associate
- Change address or update basic information

### Augment sales rep decision making

- Suggest best next steps
- Offer best next customer recommendations
- Score and prioritize leads
- Provide cross and up sell recommendations
- Alert rep on churn risk predictions

### Eliminate repetitive, time-intensive tasks

- Update CRM and data base information
- Generate and submit documents
- Automate user/web interfaces with click automation

<sup>1</sup> Gartner

<sup>2</sup> Gartner

<sup>3</sup> InsideSales.com

## Reliable sales data

### CRM systems improve forecast accuracy by 42%.<sup>4</sup>

There are several marketing automation and sales tools that integrate with your CRM system that need accurate data to create effective sales reports and forecasts.

While a majority of sales people tend to have an ESFJ (extraversion, sensing, feeling, judgement) Myers Briggs personality type, which means they are outgoing and charismatic (and great sellers) they also tend to be less process-oriented and data-driven. Meaning, they are less inclined to follow through with important CRM updates.

The struggle for accurate CRM updates is often a point of friction between sales managers and their team. Automation Hero ensures that your CRM data is consistent, constant and correct. When CRM updates are automated, managers don't need to constantly remind their team to input sales activities; alleviating conflict and leaving room for more constructive coaching conversations.

## Immediate ROI

Automation Hero's streamlined email communication and simple user interface in the form of our AI assistant, Robin, takes a bottom-up adoption approach that integrates with sales reps' current workflow and guarantees an ROI within the first month.

Automation Hero uses deep learning technology for classification, prediction and recommendation, which allows Robin to quickly propose meaningful tasks to automate. Its deep learning system responds to user interactions to further tailor the experience.

## Security and privacy

Automation Hero is fully committed to the security, safety and privacy of sensitive sales data. No human will, or can, read any of this information. All data is encrypted with the strongest mechanisms during storage and transport using a unique encryption key for each user. And at no point does Automation Hero remove data from the user's CRM system.

<sup>4</sup> Salesforce

## About Automation Hero

Automation Hero combines RPA with AI to form an intelligent process automation (IPA) platform specifically for the sales organization. Built by the founding team of Datameer, the leader in big data analytics, and a world-class team of sales and AI experts, Automation Hero automates repetitive and time-consuming sales tasks to improve sales rep productivity and drive more successful, optimized business outcomes.

Automation Hero is a portfolio company of premier AI and deep learning investment firms, Baidu USA, CometLabs, Cherry Ventures, signals VC and Atomico, and is based in San Francisco.