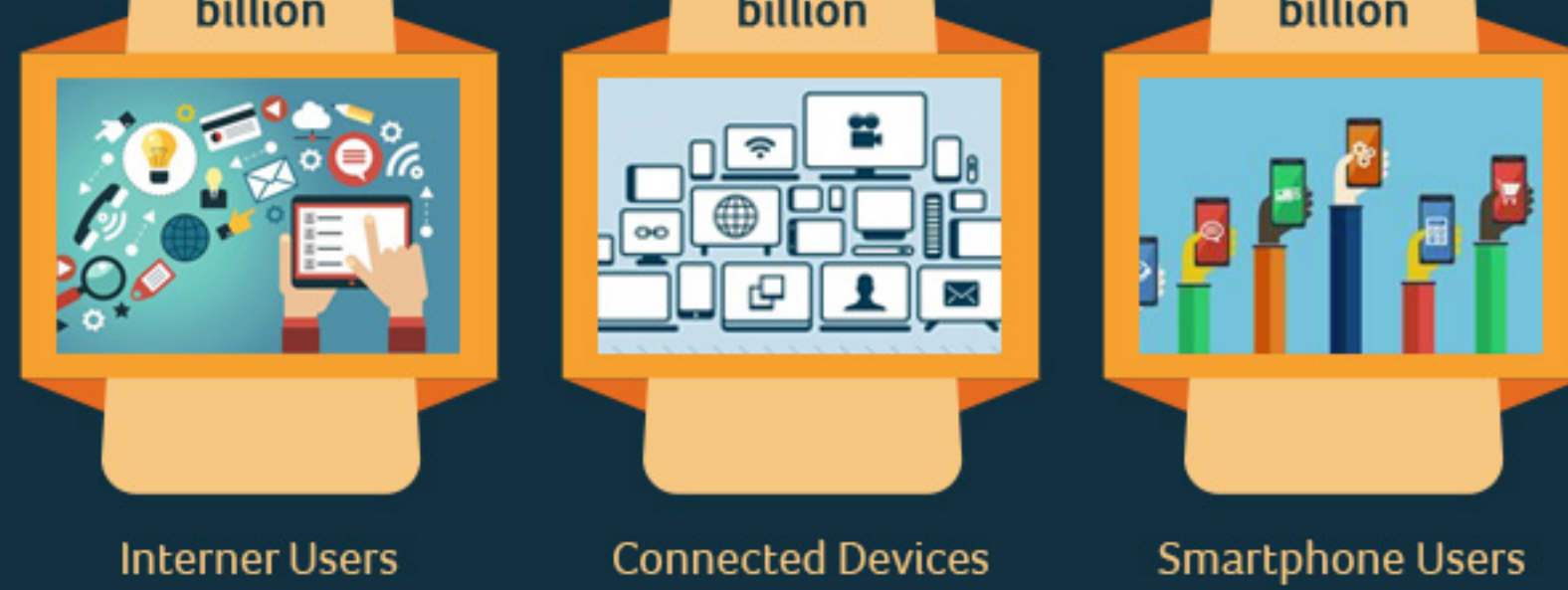




AI & CRM TAKE OFF


Technology is evolving at warp speed, with an estimated 5 billion + connected devices creating a gargantuan network of data. AI or Artificial Intelligence is certainly the next big thing. Further, the ability to store huge volumes of data on cloud along with easier access to intelligent algorithms is set to make AI the next big wave in innovation. AI for CRM is crafted to help businesses become smarter and predictive about their customers.

Everyone and almost everything is connected, a never before phenomenon in the history of mankind!



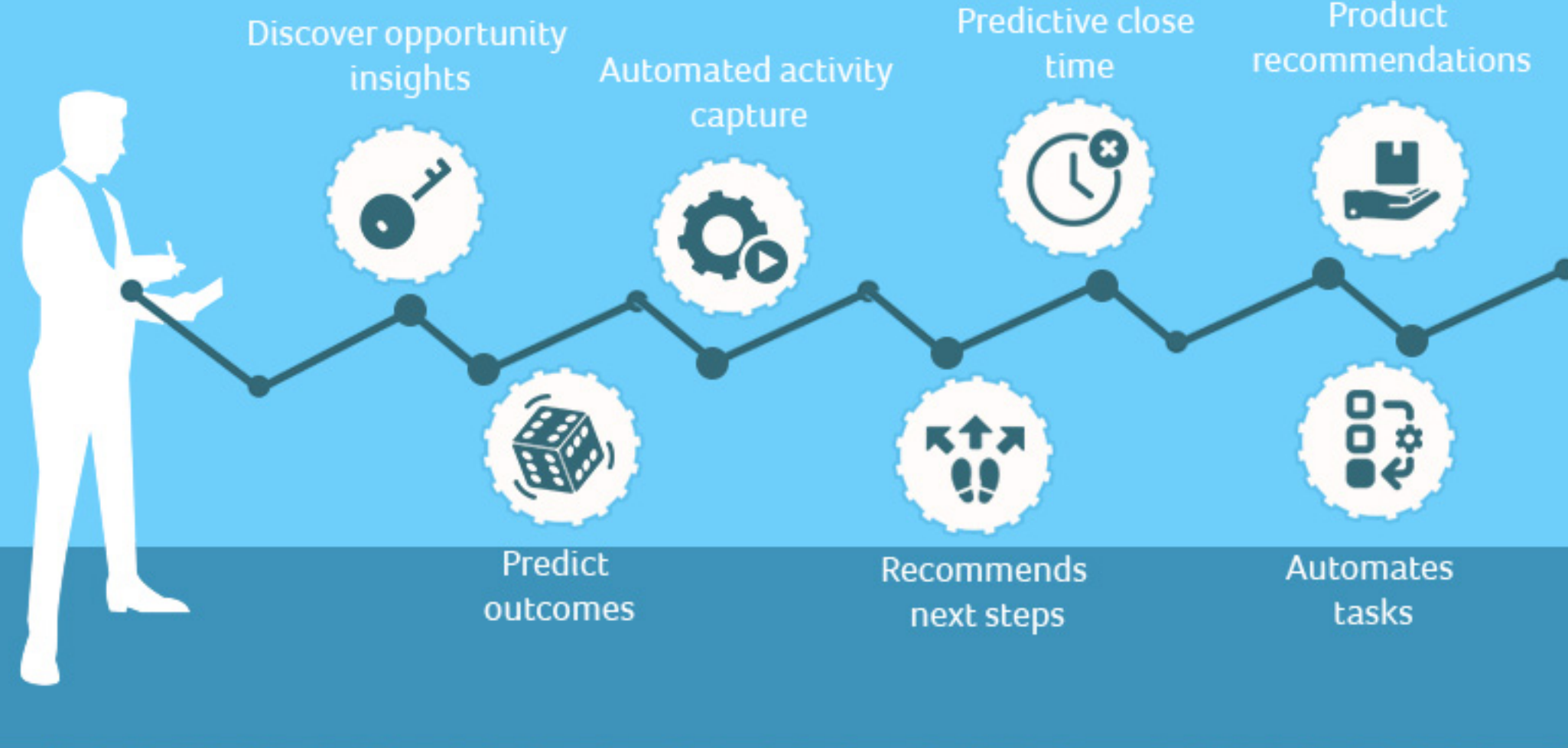
BUT, THAT'S JUST THE BEGINNING!


As Bank of America Merrill Lynch predicts the estimated market for AI powered CRM solutions to be \$153 billion by 2020.


More than 50% of employees expect AI to automate or help in their daily work lives.



Brace for smarter CRM systems that would be more predictive about customers!



ACCORDING TO GARTNER. 20% OF BUSINESS CONTENT WILL BE MACHINE-GENERATED BY 2018!

AI technology will be deployed across cloud to analyse the pool of automated data across different platforms—

SOCIAL MEDIA DATA STREAMS (TWITTER, FACEBOOK, ETC)

ACTIVITY DATA

INTERNET OF THINGS (IOT)



Predictive analytics and machine learning algorithms to offer intelligent data insights and recommendations.

Algorithms for Smart Data Discovery



Machine Learning



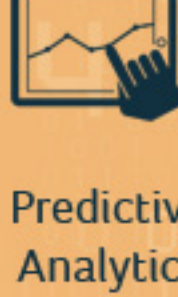
Deep Learning



Big Data



Internet of Things (IoT)



Predictive Analytics

NOW ACCORDING TO GARTNER.

The software-as-a-service (SaaS) industry has grown more than **20%** from 2015 to 2016, ballooning into a **\$37.7** billion industry.

Sales (focus on best leads)

Customer Service (more proactive)

Marketing (predict customer journeys)

IT (create more smart apps)



AI powered CRM would drive every line of business.

REMEMBER

Tractors replaced horses, **not the farmers.**

SIMILARLY

AI will **not replace workers**, but will empower a business to focus more on customer success in ways we could never do before.



45% of the world's fastest-growing businesses will use AI by 2018 to improve productivity.

It is truly an exciting time to be alive, as the future seems bright for AI.

We predict inboxes that would organise on their own, calendars planning meetings, richer and deeper insights into each customer. Simply put, we see every line of business getting smarter with

the nexus of AI and CRM.

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