

Bring Your Sales Team into the 21st Century

IDC predicts that from 2017 to 2021 AI-powered CRM activities will boost business revenue by \$1.1 trillion.

Businesses must embrace artificial intelligence to optimize processes and implement cost-saving strategies to remain relevant in a technology-driven world. Companies simply cannot afford to waste time and money on outdated, time-consuming or unnecessary operations.

Sales teams in particular must learn to combine their efforts with disruptive technologies to improve efficiency. The best use of sales reps' time is spent interacting with prospects, but they are often bogged down with repetitive tasks that take up hours of their week.

- **67% of sales reps miss their annual quota**
- **75% of sales reps feel they could be more productive if they spent less time on data entry**
- **85% of companies believe their CRM opportunities and leads information is inaccurate**

An intelligent automation platform, powered by AI.

A modern AI automation platform should drive and automate these steps through AI. The human workforce will remain a critical component in the workflow, but the real goal is to automate as many steps with AI – from data entry to reaching out to customers at the perfect time – as possible. At this point there is no platform in the market that combines a fast data platform with AI to drive business workflows.

Automation Hero was developed from the beginning as a new business operating system combining fast data, AI and business process management capabilities to form an intelligent business automation platform optimized for workloads in a modern and AI-focused world. We call this platform Hero_Flow.

What can you do with AI?

Automate common customer requests

By automating common customer requests behind the scenes, sales teams have ample opportunity to speed things along and still provide high-touch, detailed support.

Automation Hero can identify the intent of incoming requests such as scheduling a meeting, returning a product or changing an address and can route the message to the proper department or draft replies appropriately.

Eliminate repetitive, time intensive sales tasks

Sales reps spend almost 64% of their time on non-revenue generating sales activities.

Automation Hero automates repetitive sales tasks such as CRM data entry, prospecting and scheduling - giving sales reps get their time back to focus on building customer relationships and crushing quota.

Augment sales rep decision making

Acquiring new customers is expensive. In fact, it costs enterprises \$1.18 to make \$1. Turbo charge your sales cycle and lower acquisition cost by understanding the best time for your reps to offer new and complementary products or services to existing customers.

By analyzing historically successful engagement in the CRM system, email and calendar, Automation Hero can provide cross-and-upsell recommendations, best-next steps and reduce churn, helping sales reps drive deals faster with confidence.

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.