

Advance your Sales Team with Intelligent Process Automation

40% - 75%

Successful digital labor automation projects typically see cost takeout in the range of 40% - 75% and have a payback that varies between several months and several years.¹

By 2020, 30% of all companies will employ artificial intelligence (AI) to augment or automate their sales processes.²

With the advent of intelligent automation, sales managers now have the resources to streamline sales processes and skyrocket team productivity in groundbreaking ways. Eighty-three percent of the most aggressive adopters of AI and cognitive technologies say their companies have already achieved either moderate or substantial benefits.³

With these kinds of statistics, businesses that don't have a sales 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their efforts with disruptive technologies to improve efficiency as companies cannot afford to waste time and money on outdated, time-consuming or unnecessary processes.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 percent of sales organizations. In fact, sales reps spend nearly 64 percent of their time on non-revenue generating activities. 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 sales AI platform automates manual and repetitive data entry tasks that detract from efficiency (and selling).

Our core capabilities can save sales reps up to one hour per day and include (but are not limited to):

Suggesting New Leads and Contacts

Automation Hero accelerates customer engagement by monitoring the inbox of sales reps to find missing or updated contact information for contacts and leads.

Enhancing Data Quality

Automation Hero offers new leads and lead prioritization by managing inaccurate, incomplete, or inconsistent CRM records by sourcing information from your reps' calendar, email, Salesforce account and external public websites such as LinkedIn, Discover.org or Hoovers.

Providing Recommendations to Augment Sales Rep Decision Making

Acquiring new customers is expensive. In fact, it costs enterprises \$1.18 to make \$1. With powerful natural language processing and intent detection capabilities, Automation Hero has developed AI algorithms to dynamically offer ranked cross-and-up-sell opportunities.

Reliable sales data

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 salespeople tend to have an ESFJ (extraversion, sensing, feeling, judgment) 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 virtual AI assistant, Robin, takes a bottom-up adoption approach that integrates with sales reps' current workflow and guarantees an ROI within the first month.

42%

CRM systems improve forecast accuracy by 42 percent.

Automation Hero uses deep learning technology for classification, prediction and recommendation, which allows Robin to quickly propose to automate sales processes that are meaningful for the sales rep. 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.

At no point does Automation Hero remove data from the user's CRM system. It uses the standard Salesforce Application Programming Interface (API) to map information and is tightly integrated with Salesforce security protocols.

About Automation Hero

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.

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

¹ KPMG

² Gartner

³ Deloitte