

# Usage of ARTIFICIAL INTELLIGENCE to Increase Sales

**Artificial intelligence is expected to be the fastest growing sales technology**

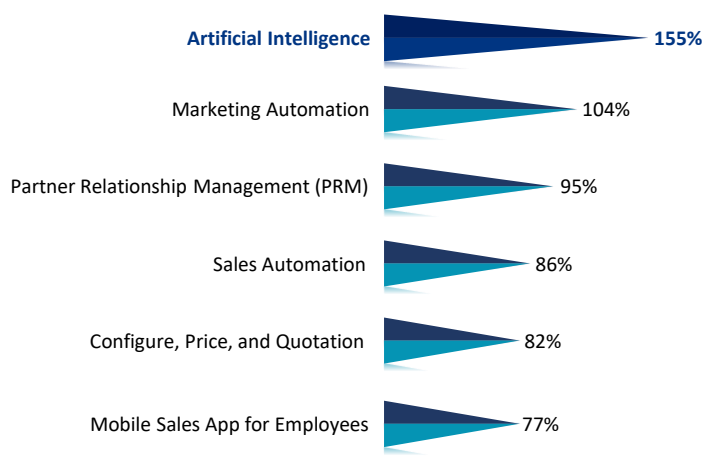


High-performing sales employees leverage Artificial Intelligence 5-times more compared to under-performers\*



Artificial Intelligence has gained momentum across sectors and is expected to be the fastest growing sales technology. During 2018–2020, following is the anticipated growth in sales technologies\*

4.9X Usage of Artificial Intelligence	2.8X Marketing Automation
2.3X Sales Process Automation	1.9X Mobile sales apps for employees



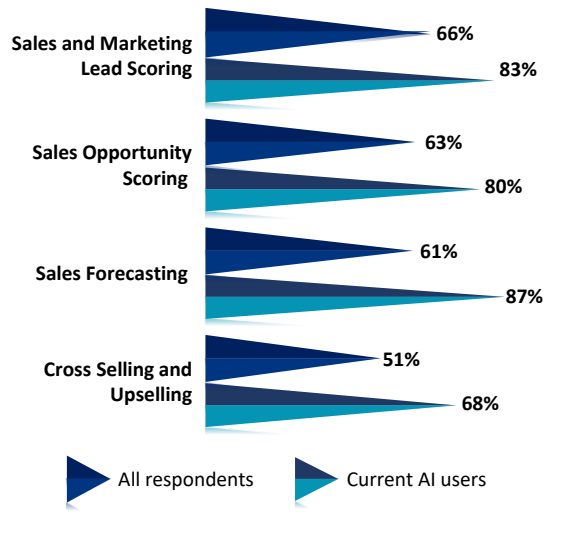
## AI has the potential to transform the complete sales cycle ranging from lead generation to customer engagement



Artificial Intelligence is being used in sales for a range of activities such as lead generation, sales forecasting, cross selling and upselling, customer engagement, etc.



More than 80% of current AI users intend to leverage AI for lead generation, sales forecasting, and opportunity assessment



## Several companies have successfully used AI to increase their sales and customer engagement

### Artificial Intelligence – Case Studies

01	02	03	04	05
<ul style="list-style-type: none"> <li>Alexa, and AI based product provides customized user recommendations</li> <li>It helped the company to drive 35% of its sales</li> </ul>	<ul style="list-style-type: none"> <li>Used AI to identify prospects and to tap them with targeted product page</li> <li>Helped to increase website traffic by more than 100%</li> </ul>	<ul style="list-style-type: none"> <li>Leveraged AI-based Trax Retail Execution image-based technology</li> <li>The company gained 1.3% share in APAC in 5 months</li> </ul>	<ul style="list-style-type: none"> <li>Built a UA Record app using the IBM Watson Cognitive Computing platform</li> <li>Increased sales of its Connected Fitness accessories by 51% to \$80 million</li> </ul>	<ul style="list-style-type: none"> <li>AI to analyse millions of products to forecast sales with a high accuracy</li> <li>Helped the company to segment its buyer using real-time data</li> </ul>

\*Based on the survey of 2,900 global sales professionals

### DATAMATICS VIEW

- Usage of Artificial intelligence is gaining momentum across industries and has helped companies to increase customer engagement, generate lead and forecast sales accurately
- In future, usage of AI is expected to further increase and is expected to complement the effort of the sales force



To know more about the adoption of AI and its impact across industries, please contact us at [marketing@datamaticsbpm.com](mailto:marketing@datamaticsbpm.com)

#### ABOUT DATAMATICS BUSINESS SOLUTIONS LTD.

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