brillio

ADAM
Agentic Data Management

Agentic Data Management (ADAM) for Sales

Infuse Sales Strategies That Unlock Hidden Revenue and Drive Robust Sales Excellence.

Business Challenge

Why do sales teams often struggle with inefficiencies? It's usually due to fragmented customer data, manual processes, and a lack of real-time insights. Sales reps spend significant time switching between systems, manually logging interactions, and chasing outdated leads. Without AI-driven guidance and automation, deal cycles slow, opportunities are missed, and productivity drops. Consequently, sales teams fail to maximize their potential, leading to lower conversion rates and lost revenue.

ADAM for Sales

Our solution is here to change the game by automating and optimizing sales processes:

- **Generative Conversation Insights:** Defines prompts that query an LLM with the call transcript, providing relevant insights on the call record.

- **Generative Account Research:** Leverages GenAI capabilities to generate insightful details around accounts.

- **Einstein Sales Mining:** Utilizes Salesforce AI and data analytics to uncover hidden patterns and insights in customer interactions, enabling targeted sales strategies.

- **Log a Call:** Transcribes and summarizes calls, logging key points as notes for future reference. Automates task scheduling and post-call action recommendations.

- **Forecast Guidance:** Analyzes historical data and trends to deliver accurate, predictive insights for future sales performance.

- **Sales Summaries:** Analyzes transaction data and customer interactions, providing insights into sales reports, trends, and upcoming opportunities.

- **Identify Similar Deals:** Identifies similar deals by analyzing historical data patterns, helping sales teams leverage past successes to close new opportunities more effectively.

Generative insights and predictive analytics empower sales teams with real-time information and strategies. These tools streamline workflows, automate call logging and account research processes, and empower organizations to uncover opportunities and drive sales performance.

Use Case Examples

- Generate a sales pitch by creating compelling, personalized pitches that resonate with potential clients, leveraging AI-driven insights.

- Provide customers with tailored product and order recommendations based on their preferences and purchase history.

- Retrieve accurate and up-to-date product pricing information to assist in sales negotiations.

- Recommend the next best order for an account, optimizing for customer needs and sales potential.

- To enhance discussions, offer real-time support during sales meetings, including data retrieval, insights, and suggestions.

- Develop strategic plans to close deals effectively, incorporating AI-driven analytics and historical data.

- Identify and prioritize high-potential sales opportunities, ensuring efficient resource allocation and maximizing conversion rates.

Benefits

- **Higher** lead conversion rate and improved opportunity win rate
- **Reduced** sales cycle length and increased average deal size
- **Accurate** revenue forecasts and increased customer lifetime value
- **Improved** customer retention rate

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

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