C3.ai

C3 Generative AI for Sales

Unified Knowledge Source to Accelerate Sales Productivity

C3 Generative AI for Sales is a unified knowledge source that enables sales professionals to rapidly locate, retrieve, and act on enterprise sales data and insights through an intuitive search and chat interface.

Rapid Access
to relevant, critical, and high-value insights across disparate datastores, applications, and information systems

Tailored for Sales
models combining industry and sales expertise to help enterprises achieve critical business outcomes

Enterprise Grade
data security, access controls and flexible deployment allow enterprises to meet strict security and privacy requirements

Future Proof
investments with a LLM-agnostic architecture and ability to integrate and leverage existing data and software investments

Today's sales organizations manage diverse data sets and a growing number of software applications to meet their sales goals. Sales leaders, account executives, and customer success teams find it increasingly complex and time-consuming to navigate large volumes of data across internal and external information systems and locate relevant insights.

C3 Generative AI for Sales enhances seller productivity with accelerated time to insight. Users can ask questions in natural language and receive accurate answers ranging across pipeline performance, deal insights, customer stakeholders, sales activity, and training materials.

C3 Generative AI for Sales is an enterprise-ready solution with support for both structured and unstructured data, an LLM-agnostic architecture, deterministic responses with source references, and granular enterprise access controls. C3 Generative AI for Sales offers rapid configurability with CRM domain models and provides native connections to major CRMs, including Salesforce and Microsoft Dynamics.

Use Cases

- **Quickly access** insights from anywhere in your sales stack, including your CRM, sales enablement collateral, sales activity data, and siloed data sources

- **Get pipeline analytics** to inform pipeline quality and focus sales efforts on the right targets and people

- **View deal specific information** related to deal health, status, and momentum designed to increase sales productivity

- **Improve forecast visibility** with easy access to see your committed pipeline, slipped deals, and deals that are gaining or losing momentum

- **Track activity** and get actionable insights about customer interactions from your CRM, emails, and calendar

- **Analyze deal stakeholders** to help salespeople ramp quickly and identify key stakeholders and champions to get the deal closed faster

- **Find relevant sales collateral** to ensure salespeople and their prospects get the right sales content

- **Access training material** to facilitate cross-team collaboration, promote knowledge sharing and maximize sales productivity
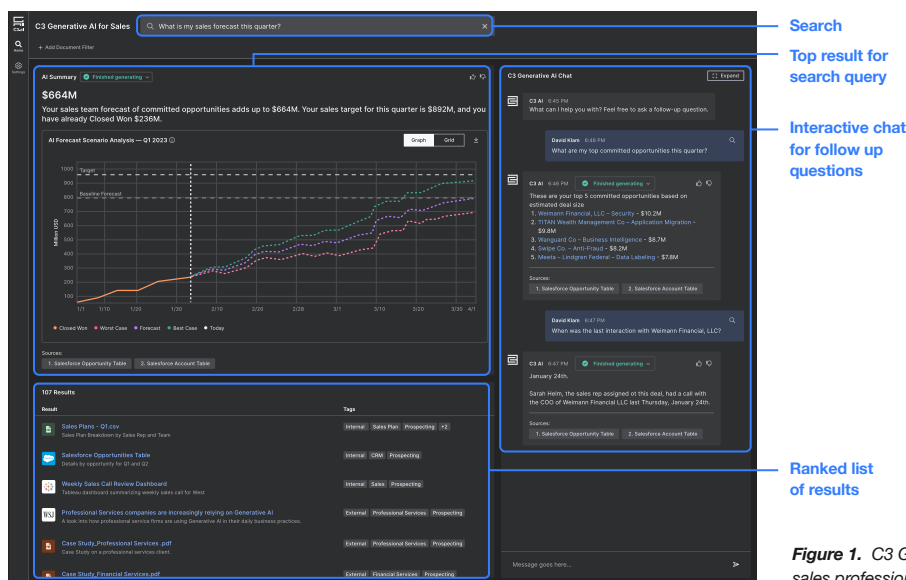

Figure 1. *C3 Generative AI for Sales accelerates time to insight for sales professionals with a natural language search and chat interface.*

Ready to Deploy Today, Results in 12 Weeks or Less

Visit C3.ai/Generative-AI