

Manufacturing

AI-First CRM for the Manufacturing Industry

C3 AI® CRM for Manufacturing is the only AI-first CRM built for sales, procurement, channel partner, and services professionals in manufacturing. Delivering industry-specific, AI-enabled capabilities for manufacturing enterprises, C3 AI CRM includes the comprehensive sales, marketing, and customer experience capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud. Using C3 AI CRM, manufacturing professionals can improve sales forecasting accuracy, generate effective quotes faster, mitigate order uncertainties, optimize vendor relationships, and maximize customer lifetime value with smarter aftermarket services.

C3 AI CRM for Manufacturing is an AI-enabled and predictive system of intelligence that enables manufacturers and their partners to proactively anticipate and manage uncertainty and risk. C3 AI CRM integrates all available internal and external data sources—including customer, vendor, order, supply chain, weather, news, inventory, bill of material, and machine IoT data— into a unified manufacturing supply chain object model in order to deliver a true and holistic view of customer operations.

C3 AI CRM provides machine learning algorithms and configurable AI-first workflows to streamline and enhance effectiveness for sales forecasting, sales operations and quoting, order management, vendor management, after-market services, and more.

AI-Driven Use Cases

Revenue Forecasting – Accurately forecast revenue with AI that identifies risks and opportunities, explains the drives, coaches how to address them, and helps with financial planning

Product Forecasting – Accurately predict demand, production needs, and order stability for each SKU and enable proactive and lower cost production and inventory planning

Customer Churn Management – Identify and prioritize customers at risk of churn, understand the churn risk drivers; and enact effective intervention strategies to retain each profitable customer

Next-Best-Product Offer – Identify what product to offer a customer by using AI to calculate their propensity to buy for each eligible product and service, understand the underlying drivers of the prediction, and receive recommendations on how to offer and convert the opportunity

Quotes & Pricing Optimization – Offer personalized, optimized quotes with recommended product configurations, pricing, and time of delivery based on an integrated view of the supply chain, bill of materials data, customer needs, channel sales, competitive dynamics, and more

Aftermarket Services Optimization – Predict customer servicing needs and product failures to upsell maintenance services, optimize replacement sales, and, ultimately, procure parts and deploy technicians to remedy problems before they appear

Order & Delivery Management – Predict delays and change orders, detect anomalous orders and errors, and recommend actions to remediate delivery risks based on a unified view of customer, operational, and supply chain data

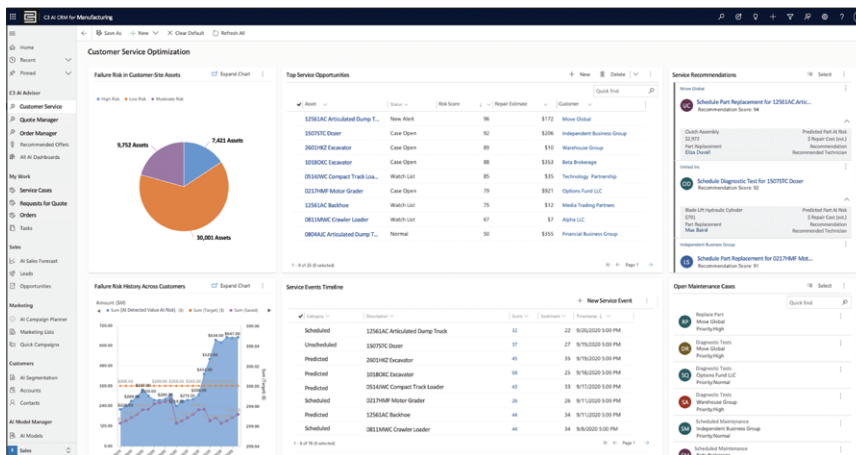


Figure 1. C3 AI CRM for Manufacturing helps service teams to proactively detect client maintenance, part replacement, and other servicing needs and recommends effective service plans to address these needs.

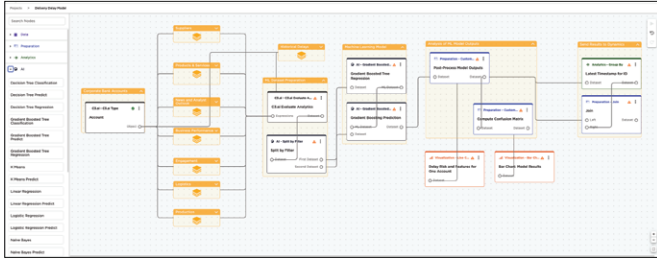


Figure 2. C3 AI CRM for Manufacturing provides pre-built industry AI templates that can be rapidly extended and configured in no-code tools.

AI-Driven Use Cases (cont.)

Warranty Optimization – Proactively identify manufacturing defects and alert customers to potential issues to increase satisfaction and proactively manage warranty operations and costs

Vendor Management – Understand all supply chain and vendor operations and use AI to guide procurement managers to select and manage vendors, mitigate emerging risks, and proactively manage pricing with each supplier and partner

Unify All Enterprise and Extraprise Data to Enable a 360° Customer View

INTERNAL

- **Operational:** Maintenance / Service Logs, Planning Calendars, Factory Calendars, Production, Quality SCADA, OMS, GIS
- **Supply Chain:** Bill of Materials, Orders, Vendors, Inventory
- **Enterprise Systems:** Asset Management Systems, Work Management Systems, Outage Management Systems

- **IoT:** Customer-site Sensors, Machine IoT
- **Customer Engagement:** Customer Profile, Relationship History, Interaction History, Marketing History, Historical Sales, Competitors, CSAT, Call Center, Email
- **Channel Partner Data:** Channel Opportunities, Channel Service History, Channel Campaigns

EXTERNAL

- **Customer:** Firmographics, Demographics, Organization Structure
- **News:** Adverse Vendor News Feed, Adverse Customer News Feed

- **Social:** LinkedIn, Twitter, Relationship Graph
- **Political/Economic:** Financial Markets, Political News, Weather

Grow Revenues, Improve Satisfaction, and Maximize Lifetime Value

More consistently meet sales targets and forecasts –

Drive consistent realization of sales targets and more accurate production planning through precision revenue forecasting, deal risk assessment, order-stability predictions, course-correction recommendations, and prioritization

Maximize customer lifetime value – Continuously identify and propose new products and upsell maintenance services that a customer is likely to accept and that will maximize customer lifetime value

Optimize pricing and understand pricing factors –

Uncover the most important factors that drive buyer sensitivity to pricing to enable smarter selling that caters to customer needs; leverage accurate bill of materials and production cost data to ensure profitability

Increase sales conversion and efficiency –

Leverage AI-driven insights to score leads, predict likelihood to buy, and offer customers the best products to fit their needs in order to prioritize sales efforts and minimize the cost of operating the revenue supply chain

Enhance customer service effectiveness – Transform service operations and increase customer satisfaction with AI-first workflows to rapidly detect, triage, and resolve customer issues

Improve channel partner effectiveness – Integrate and unify partner systems to detect risks and opportunities and recommend interventions to ensure end-to-end sales and services effectiveness across channels

Proven Results in 8-16 Weeks

Visit c3.ai/get-started