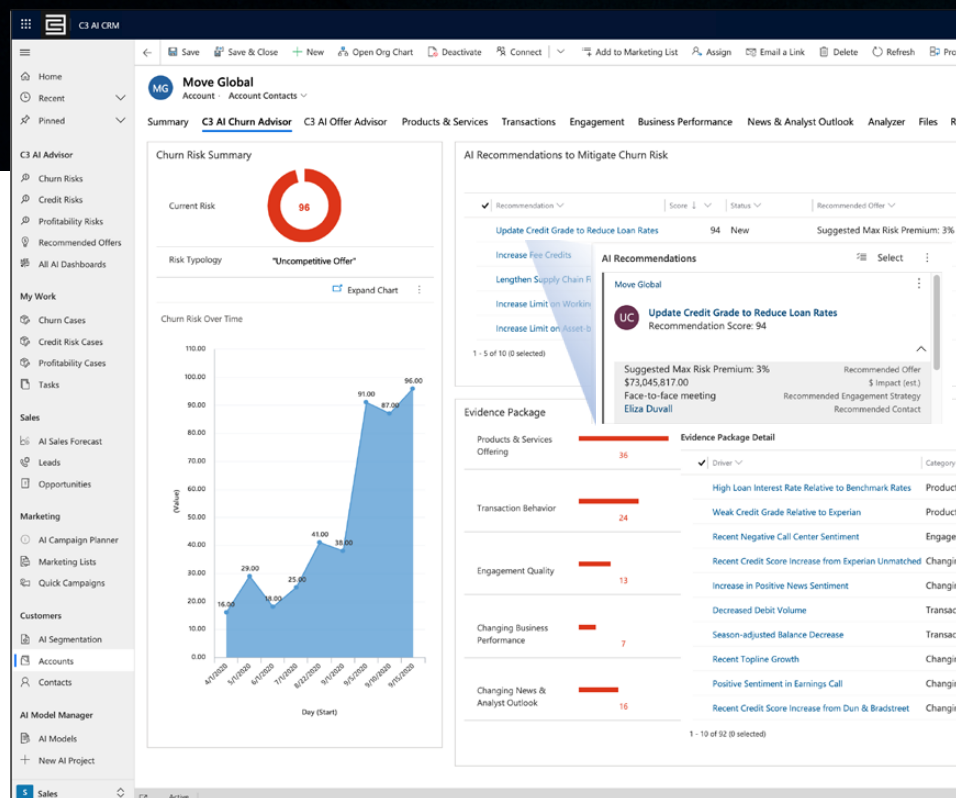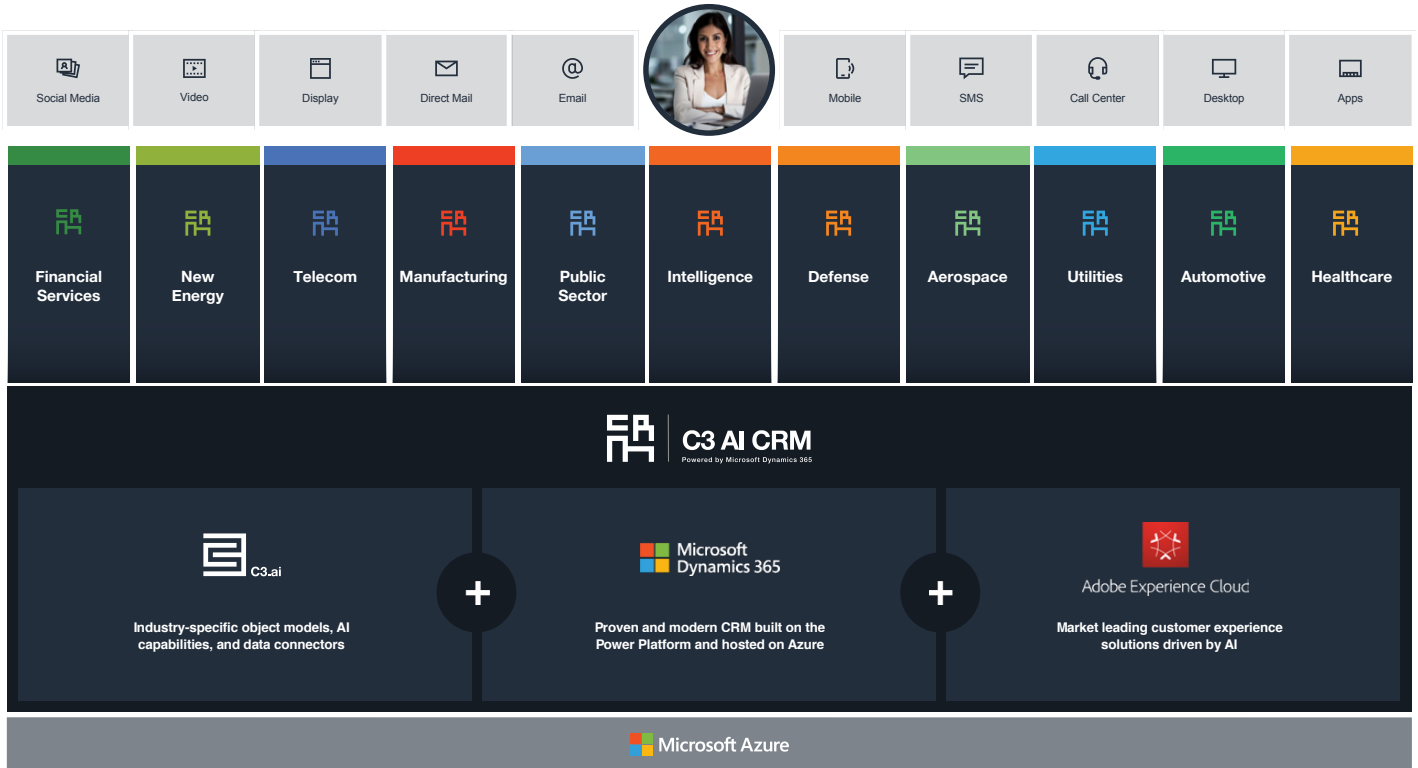**C3 AI CRM**

C3.ai | Microsoft | Adobe

AI-First CRM for Industries

Reinventing CRM

C3 AI® CRM powered by Microsoft Dynamics 365 is the first enterprise-class, AI-first CRM (customer relationship management) solution that is purpose-built for industries. C3 AI CRM integrates with Adobe Experience Cloud, and drives customer-facing operations with predictive AI-based insights. C3 AI CRM helps sales, marketing, and customer professionals grow pipeline, accelerate revenues, and increase lifetime value.

C3 AI CRM is the world's only AI-first CRM built for industries delivering powerful AI use cases ranging from lead scoring and next best offer to pricing optimization and churn management

| Social Media | Video | Display | Direct Mail | Email | | Mobile | SMS | Call Center | Desktop | Apps |

| Financial Services | New Energy | Telecom | Manufacturing | Public Sector | Intelligence | Defense | Aerospace | Utilities | Automotive | Healthcare |

C3 AI CRM
Powered by Microsoft Dynamics 365

C3.ai	+	Microsoft Dynamics 365	+	Adobe Experience Cloud
Industry-specific object models, AI capabilities, and data connectors		Proven and modern CRM built on the Power Platform and hosted on Azure		Market leading customer experience solutions driven by AI

Microsoft Azure

C3 AI CRM combines and includes the leading capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud with the leading enterprise AI capabilities of C3.ai proven at scale for industries and delivers AI CRM and customer experiences purpose built for Industries.
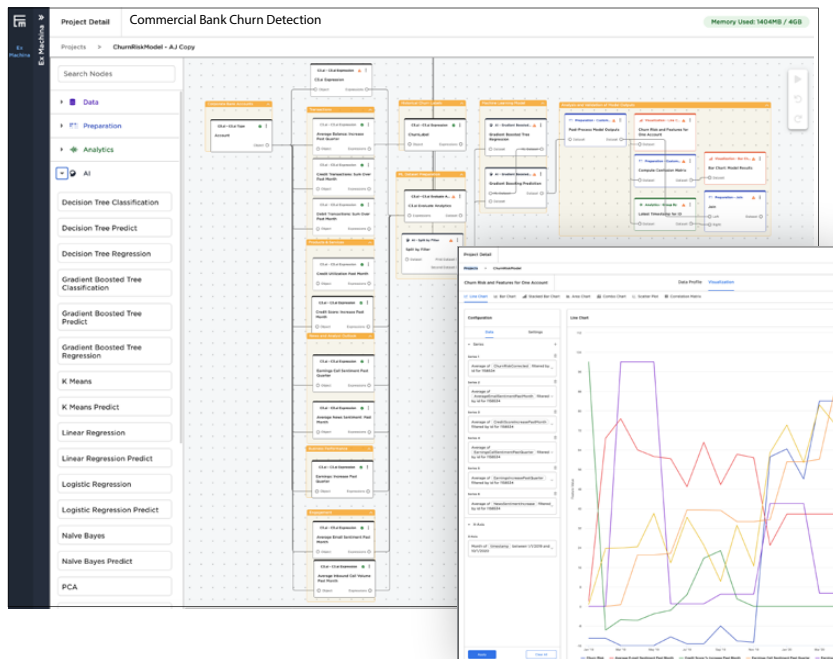
C3 AI CRM provides configurable and pre-built industry AI model templates that can be rapidly extended and scaled in no-code tooling enabling all users to unlock the power of their data and AI in the CRM

Combining the market-leading Microsoft Dynamics 365 CRM software with Adobe's leading suite of customer experience management solutions alongside C3.ai's enterprise AI capabilities, C3 AI CRM is the world's first AI-driven, industry-specific CRM built with a modern AI-first architecture. C3 AI CRM integrates and unifies vast amounts of structured and unstructured data from enterprise and extraprise sources into a unified, industry-specific data image to drive real-time predictive insights across the entire revenue supply chain, from contact to cash.

C3 AI CRM applies AI and advanced machine learning to deliver powerful, industry-optimized AI use cases, including recommended energy products, revenue forecasting, rate optimization security clearance adjudication, government case management, financial client churn management, demand forecasting across a supply chain, and more. C3 AI CRM employs an AI-first approach to guide and coach users through every step of their workflows.

AI-Driven Capabilities Built for Industries

Revenue Forecasting

Improve forecasting accuracy with AI-driven sales forecasting, deal closure likelihood predictions, improvement recommendations, and opportunity prioritization

Customer Churn Management

Reduce customer churn by identifying the most likely indicators and drivers of churn and providing recommendations to retain profitable customers

Next-Best-Product Offer

Increase revenue from identifying new upsell and cross-sell opportunities to existing customers by predicting likelihood to buy and relevance of offers

Unified Industry 360° View

Build a 360° and unified view of industry customer operations across all enterprise and extraprise systems, channels, and interactions

Product Forecasting

Improve demand forecasting and optimize capacity planning operations by using AI on an integrated view of customers and the supply chain

Lead Prioritization

Determine predisposition to buy for leads using all available data to prioritize highest value leads, increasing win rates and team productivity

Customer LTV Optimization

Predict likelihood to buy and identify the most appropriate, highest-value offers and products to provide to customers in order to drive cross and upsell

Sales Agent Churn

Monitor sales team activities and communication sentiment to identify early warning signals of agent churn to reduce attrition of top talent and identify coaching opportunities

Pricing Optimization

Identify pricing drivers and impact on likelihood to buy in order to inform negotiations, and quote optimal prices that will maximize expected profitability for an opportunity

Industry Products

Financial Services

New Energy

Telecom

Manufacturing

Public Sector

Intelligence

Defense

Aerospace

Utilities

Automotive

Healthcare

Unify All Enterprise and Extraprise Data for a 360° Customer View

Traditional CRM

- Relationship History
- Interaction History
- Marketing History
- Historical Sales
- Competitors
- CSAT
- Call Center

Billing

- Client
- Account
- Transactions
- Balances
- Product Revenue
- Credit

Operational

- Sensor/ Telemetry
- SAP
- Supply Chain
- Facilities
- Point of Sale
- Maintenance/ Service
- Production
- Quality

Extraprise

- Firmographic/ Demographic
- Online Clickstream
- Social Media
- News
- Financial Markets
- Regulatory
- Weather
- Geolocation
- Mobile

Other Enterprise Tools

- Email/Calendar
- Marketing Automation
- Chatbots
- 3P Call Center
- Partners/ Dealer Portals
- Telepresence
- VoIP
- Website Tracking

Grow Pipeline, Accelerate Revenues, and Increase Customer LTV

Consistently meet sales targets and forecasts

Drive consistent realization of sales targets through more accurate revenue forecasting, deal risk assessment, course-correction recommendations, and prioritization

Increase client retention

With more data sources and more intelligence around customer behaviors, get in front of customer churn through predictive insights and recommended preemptive actions

Grow high quality pipeline

Leverage AI-driven insights to predict likelihood to buy and offer customers the best products to fit their needs in order to grow high quality pipeline

Proactively plan to meet cost-effectively meet demand

Use AI to forecast product demand and optimally plan upstream supply chain operations to ensure customer demand is fullfilled at low costs

Maximize customer lifetime value

Continuously identify and propose new products and services that the customer is likely to accept and that will maximize customer lifetime value

Accelerate revenues and boost sales productivity

Score leads using AI to win more deals, and spend more time and effort on higher-quality deals and less time on poor ones

Reduce time to value and maintenance costs

Accelerate implementation timelines and reduce maintenance costs using pre-built and configurable industry object models, AI templates, and workflows

Go with proven products and industry leaders

Gain peace of mind when choosing a next-generation CRM system that is built on proven products by Microsoft, Adobe, and C3.ai

Proven Results in 8-12 Weeks | **Visit c3.ai/get-started**