

# C3 AI CRM | Aerospace

## AI-First CRM for the Aerospace Industry

C3 AI® CRM for Aerospace is the only AI-first CRM that is purpose-built for professionals at aerospace suppliers and manufacturers, providing industry-specific capabilities for sales, procurement, channel partners, and services. C3 AI CRM includes the comprehensive and leading sales, marketing, and customer experience capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud.

Using C3 AI CRM, aerospace professionals can improve revenue forecasting accuracy, improve product forecasting and supply planning, generate quotes faster, mitigate manufacturing and order uncertainties, proactively manage risks, and maximize customer lifetime value with smarter aftermarket services.

C3 AI CRM integrates all available internal and external data sources—such as customer, vendor, order, supply chain, weather, news, inventory, and machine IoT data—into a robust, secure, and extensible unified aerospace industry object model.

C3 AI CRM provides advanced machine learning algorithms and configurable AI-first workflows to streamline and enhance effectiveness for customer-facing operations across the entire aerospace value chain.

## AI-Driven Use Cases

**Product Demand Forecasting** – Accurately predict demand, production needs, and order stability for all parts and components, and enable proactive and lower cost production and inventory planning

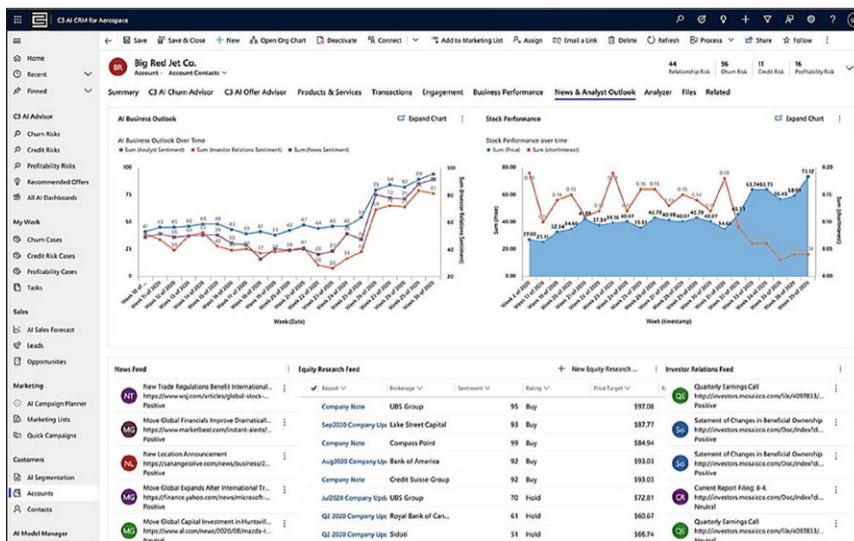
**Revenue Forecasting** – Accurately forecast revenue with AI that identifies risks and opportunities, explains the drivers, coaches users on how to address them, and helps with operational and financial planning

**Customer Churn Management** – Identify and prioritize customers at risk of churn, understand the churn risk drivers, and proactively engage the customer with offers to increase loyalty and drive retention

**Next Best Offer** – Identify what product to offer a customer by using AI to calculate its 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

**Testing & Certification Management** – Use workflows to strictly manage all testing and certification processes to ensure full compliance with internal and external standards. Use AI to flag anomalous activities (e.g., unusually short testing time) in order to avoid future risks

**Quotes & Pricing Optimization** – Offer personalized and optimized quotes with recommended product configurations, pricing, and time of delivery based on an integrated view of inventory, production lines, customer needs, channel demand, and market dynamics



**Figure 1.** C3 AI CRM for Aerospace helps customers track trending business performance, sentiment, outlook, and relevant news necessary to determine AI-driven opportunity and customer health scores.



**Figure 2.** C3 AI CRM for Aerospace provides pre-built AI templates for aerospace supplier and manufacturer customer use cases that can be rapidly configured and extended in no code tools.

## AI-Driven Use Cases (cont.)

**Case Management** – Manage customer service requests with end-to-end case management workflows for aerospace supply or manufacturing with a unified view of customer operations and AI-driven proactive recommendations to enable faster resolution and higher customer satisfaction

**Aftermarket Services Optimization** – Predict customer and part servicing needs and product failures to upsell maintenance services, optimize replacement sales, and proactively plan maintenance to minimize machine downtime

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

### Traditional CRM Data Sources

- Buyer Contact / Account Profiles
- Supplier Contact / Account Profiles
- Customer Service Records / Call Center
- Supplier Inventory & Production
- Transactions

### AI-CRM Data Sources

- Product & Service Pricing / Quotes
- Asset / Sensor Telemetry Data
- Maintenance / Service Logs
- RFQ / RFI Criteria & Responses
- Planning Calendars
- Factory Calendars
- Engagement / Relationship History

- Records, Prices, & Transaction History
- Inventory & Supply Chain
- Production & Bill of Materials
- Social Media & Customer News
- Regulatory News & Trends
- Relationship Graphs

## Streamline Operations, Grow Revenues, and Maximize Lifetime Value

**More consistently meet sales targets** – Drive consistent realization of sales targets through precision revenue forecasting, opportunity close likelihood prediction, deal risk assessment, and course-correction recommendations

**Improve supply and production planning** – Proactively and efficiently manage production and inventory planning with timely and accurate demand forecasts and order-stability predictions

**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

**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 acquisition costs

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

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

Proven Results in 8-16 Weeks

Visit [c3.ai/get-started](https://c3.ai/get-started)