



C3 AI CRM



Supercharge Your CRM with AI

Forecast, Plan, and Execute with Confidence

C3 AI CRM is a unified platform that helps sales and GTM teams predict, prioritize, and act faster to scale pipeline effectively, close deals faster, streamline global forecasting, and minimize churn by enabling AI decision support and automation across the revenue process.

AI Influencer Score

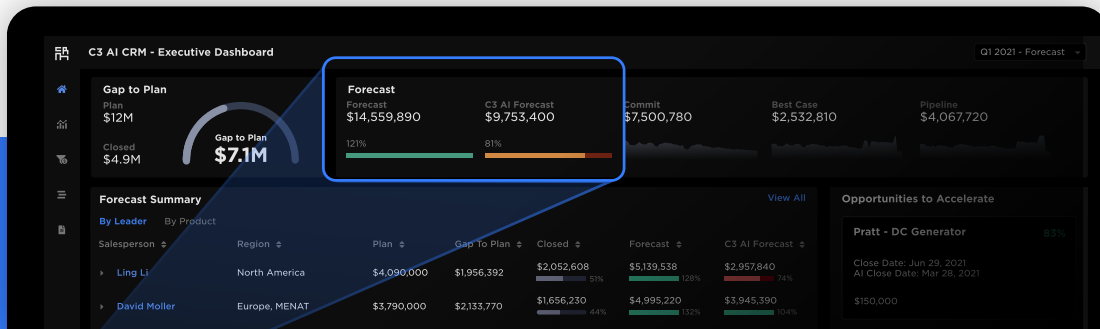
83%
Good



Accurate Forecasts

Powered by the C3 AI Platform, C3 AI CRM uses AI to forecast revenue, bookings, and consumption across multiple business dimensions, such as leader hierarchy, territory, product, account, and many others.

Utilize data from the robust time series engine to fuel the AI Evidence Package to surface the drivers impacting opportunities, forecasting, and revenue. Receive early alerts and notifications for emerging risks. Take rapid action to win more.



Precision Revenue Forecasting

Precision Product Forecasting

Opportunity Scoring

Next Best Product/Offer

Relationship Data Vision

Lead Scoring

AI Relationship Modeling

Customer Churn Prediction

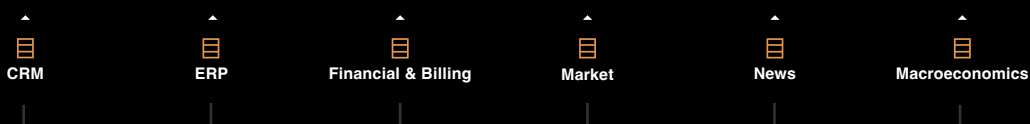
Pricing Optimization

AI Customer Satisfaction

AI Warranty Management

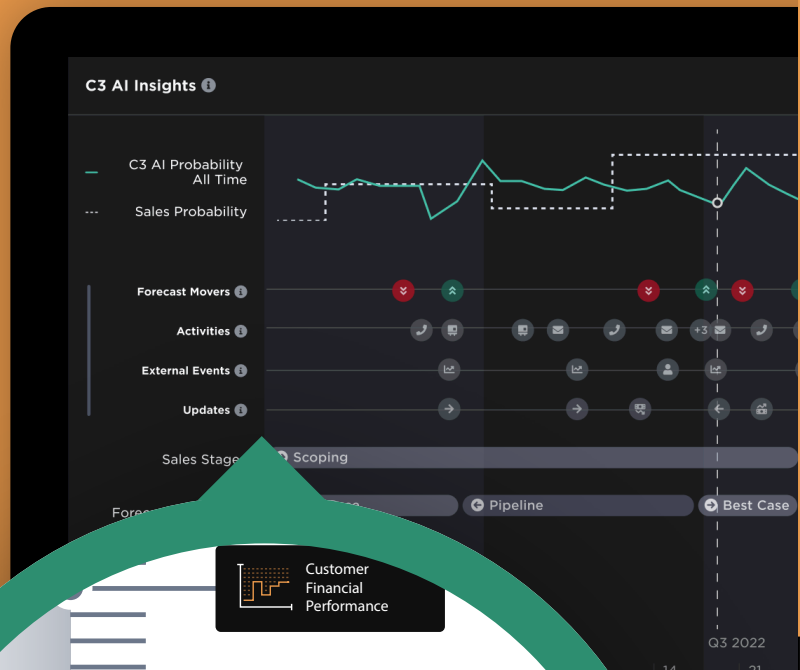
Marketing Optimization

User Interface	AI Scores & Evidence	Workflows	Dashboarding & Reporting	Data Vision
AI	NLP	AI / ML	Feature Store	MLOps
Data	Connectors	Extended Data Models	Continuous Analytics Processing	Time Series Engine



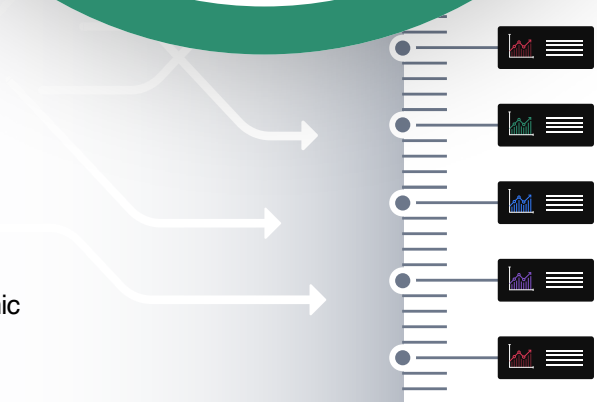
Powered by External Data

Unlock revenue predictability with external data. C3 AI CRM enriches your data with best-in-class alternative data sources including customer firmographic and financial performance data, industry-level performance indicators, and country-level macroeconomic trends.



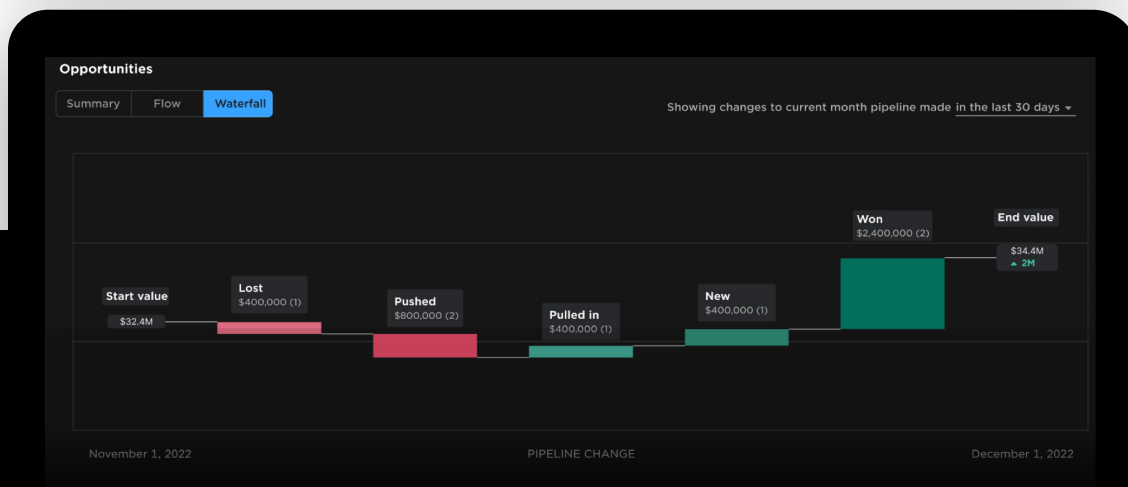
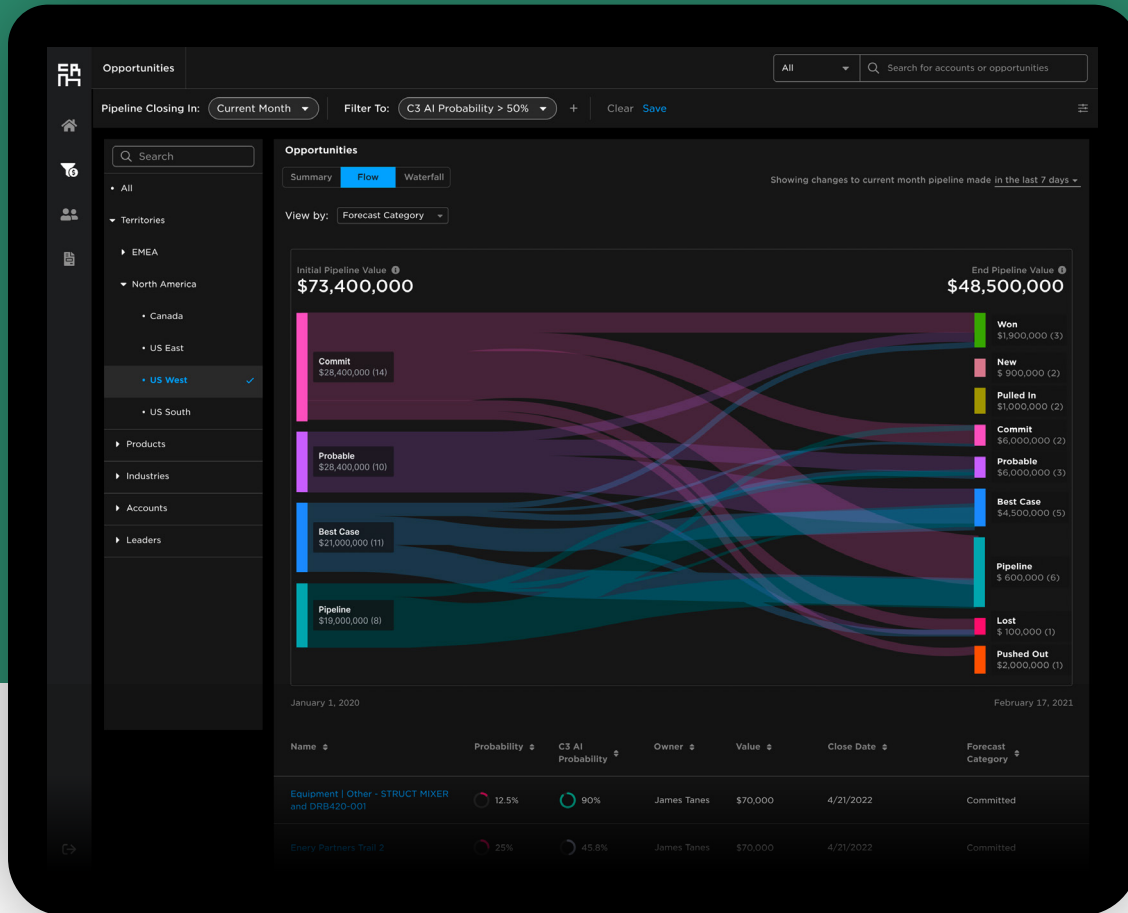
External Data

- Online Clickstream
- Social Media
- News
- Financial Markets
- Regulatory
- Weather
- Analyst Reports
- Financial Trends
- GDP Growth Rates
- Equity Prices
- SEC Reports
- Social & Political Trends
- Commodity Prices
- Firmographic/Demographic



Pipeline Analytics

Analyze pipeline generation and opportunity progression over time. Rich visualizations offer an intuitive way to identify hot spots in your pipeline. No more spreadsheets or cumbersome BI tools needed.



Relationship Insights

C3 AI CRM redefines the user experience with Sales Vision. Sales Vision provides relationship visualizations that improve sales execution.

Identify single threaded deals, ensure the right stakeholders are being engaged, and monitor relationship health with visibility to your sales network.



Legend Booker Industrial Positive Sentiment Negative Sentiment Opportunity Node Edge Selected

Selection Details
Selection Type: Node (Person)
Alex Leroy
Sales Representative
Overview AI Insight Comments
Organization: Booker Industrial Services
AI Influencer Score: 76% Good
Since last year
C3 AI Evidence Package
Top Drivers CRM
Budget-holder
Influencer En
Number of
Email Sent
Email & Cal
Influencer

AI Influencer Score
83% Good

Alex Leroy
Sales Representative

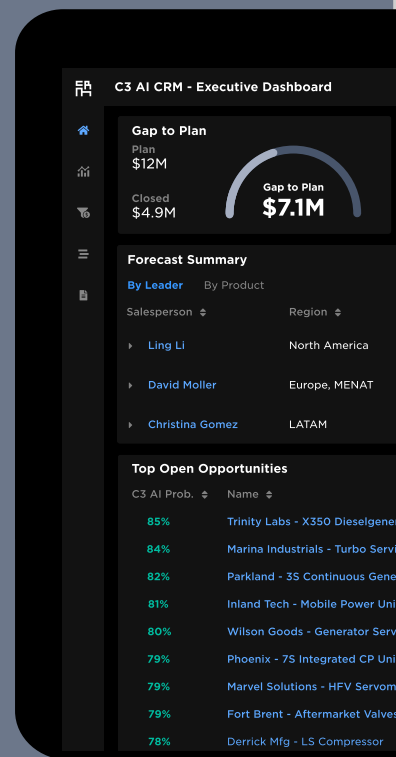
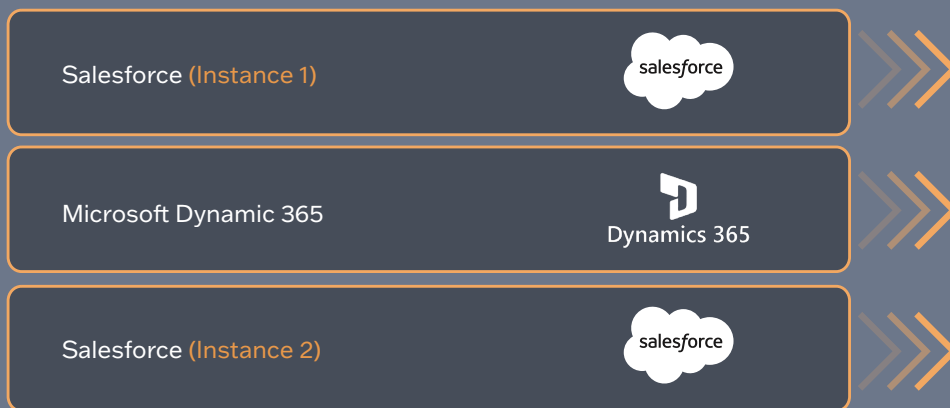
Juanita Costa
GM Global Payments

Unified Intelligence for Enterprise Complexity

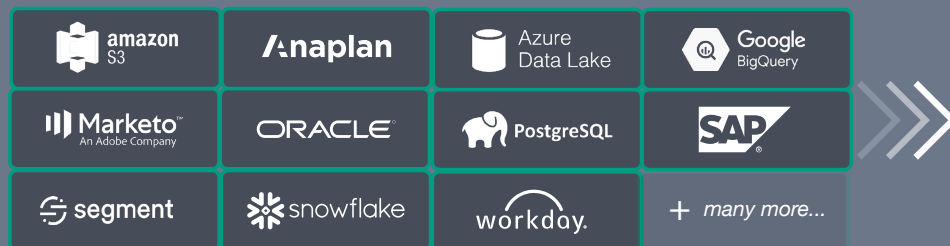
Built on the C3 AI Platform, C3 AI CRM enables you to manage your deals, monitor your pipeline, and forecast across all business units in one place.

C3 AI CRM brings together data from all business units, across all CRM instances, with support for all CRM systems (e.g., Salesforce or Microsoft Dynamics). CRM data can be integrated with data from any enterprise system, using more than 200+ prebuilt connectors.

Multi-CRM, Multi-Instance Unification



200+ Enterprise Data Integrations



External Data

- Online Clickstream
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- SEC Reports
- Social & Political Trends
- Commodity Prices

Existing CRM

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

Billing

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

Operational

- Sensor/Telemetry
- ERP
- Supply Chain
- Facilities
- Point of Sale
- Maintenance/Service

Other Enterprise Tools

- Email/Calendar
- Marketing Automation
- Chatbots
- Contact Center
- Partners/Dealer Portals
- Telepresence
- VoIP
- Website Tracking

AI use cases to achieve revenue objectives, optimize sales strategy, and maximize customer lifetime value:



Precision Revenue Forecasting

Generate accurate revenue forecasts for all the ways you look at your business – by individual, teams, geographies, product, and more.



Account Intelligence

Unlock full revenue potential for every customer with AI insights that drive revenue through improved user adoption, cross-sell opportunities, and usage insights.



Consumption Forecasting

Forecast revenue based on product or service usage.



Cross sell / Up sell

Identify the best product, upgrade, expansion, or renewal to put in front of a prospect or customer.



Opportunity Intelligence

Maximize seller productivity with AI insights that focus sales efforts to drive improved win rates, deal sizing, and shortened sales cycles.



Customer Retention

Visualize the interrelationships of a company's personnel, including virtual cross-organizational work teams and organizational charts.



Pipeline Intelligence

Generate more pipeline with actionable AI insights to inform pipeline quality and focus sales efforts on the right targets and people.

C3 AI CRM: AI Feature Summary

- **Explainable AI** – take action based on AI-identified factors impacting forecasts and win rates
- **External Data** – plan and execute with precision insights driven by C3 AI CRM's extensive external data including macroeconomic data, stock prices, currency fluctuations, commodities, corporate actions, and news.
- **Sales pipeline analytics** – drive improved pipe progression and generation with flow and waterfall visualizations that highlight changes to your pipeline over time.
- **Multi hierarchy & multi cadence forecasting** – configure AI-driven, highly customizable forecasting workflows for any team, territory, account, product, or industry hierarchy and cadence (e.g., monthly, quarterly, or yearly).
- **Bi-directional integration to Salesforce & Dynamics** – automatically sync updates from Salesforce or Dynamics365 to C3 AI CRM and vice-versa, all in real time.
- **Relationship Analytics** – Visualize interactions between account teams, influencers, and decision makers in an intuitive interface.

Visit C3.ai/CRM
to schedule a briefing

