Price Optimization
Uses AI to suggest optimal pricing for every deal.

Customer Lifetime Value Analysis
Provides customer health scores for all kinds of activities (e.g., churn, upselling).

Lead Scoring
Uses ML models to predict conversion likelihood, to prioritize sales leads.

Cross-Selling and Upselling
Uses ML to identify new business opportunities for existing customers.

Demand Generation
Identifies new prospect segments from known characteristics of known segments.

Territory Optimization
Produces a balanced set of territories, based on geographic, account, and product data.

Sales Content Personalization
Uses ML algorithms to recommend personalized content to sellers for nurturing customers.

Lead Discovery
Uses AI to automate routine business conversations and provide better lead qualification.

Knowledge Management
Uses ML models to surface relevant information to sellers for managing customer requests better and faster.

Sales Forecasting
Uses AI to predict sales forecasts based on historical data and seasonality.

Guided Conversations
Uses NLP to uncover customer sentiments and helps in guiding customer conversations.

Opportunity Scoring
Uses AI to predict win probabilities by sales stage for prioritizing next steps.

Account Intelligence
Uses AI to recommend curated content about the prospects/clients based on current news feeds.

Relationship Intelligence
Uses AI to identify and suggest relevant business contacts within the seller’s social network.

Lead Optimization
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Relationship Intelligence

Business Value

Cost Efficiency
Revenue Growth
Business Value
Technology Maturity
Extramolecular Factors

Low
Medium
High
Very High

Price Optimization
Customer Lifetime Value Analysis
Lead Scoring
Cross-Selling and Upselling
Demand Generation
Territory Optimization
Sales Content Personalization
Knowledge Management
Opportunity Scoring
Account Intelligence
Relationship Intelligence

Note: Low business value does not have any business use cases, so it does not appear.