With omni-channel, high-volume lead generation capabilities, a pressing challenge for B2C organisations is the ability to qualify the leads efficiently and continuously, - to identify the quality ones and focus on them. For B2B organisations, while the number of leads are low, the engagement is intense. Early signals on the lead health helps the sales team engage better. This makes it essential for all sales management solution to have the ability to predict the outcome of a sales engagement. The more accurate the prediction, the higher the possibility of conversion, and higher the sales efficiency.

Traditional lead-scoring model uses static rules based on historical data and user inputs. However, this model suffered from few issues due to technical constraints:

• It relies heavily on conventional wisdom. It does not take into account events, information and correlations that are not apparent

• It does not self-correct based on new information / correlation available

• It does not adapt to new sets of data or trends.

Hence this model become less effective and inconsistent over time.

C Centric's AI based Lead Scoring app enables you to address these challenges.

Our prediction engine uses Artificial Intelligence to find co-relation between cause and effect. It analyses lead data to build a predictive lead scoring model that will adapt to the changes in engagement patterns, adapt to new trends and continually improve lead prediction using machine learning. Our AI-based app is trained on a industry-specific broad datasets to identify common patterns.
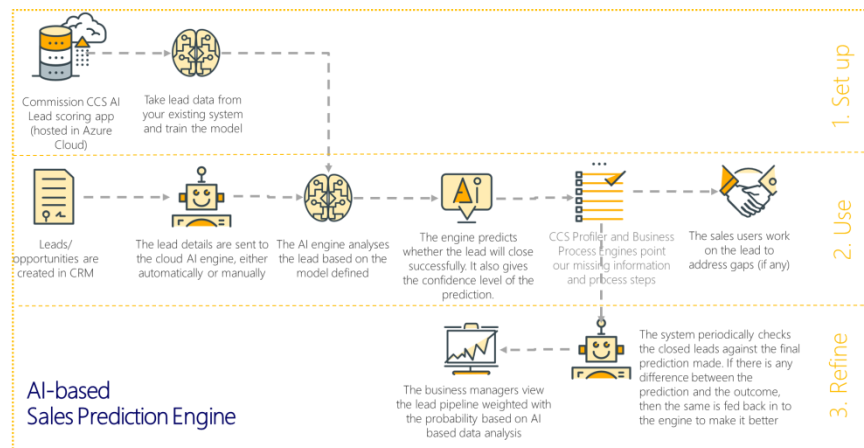
It is further fine-tuned with lead records from your organisation. It uses predictive analytics to identify shared traits among the leads that converted and those that did not. What's more – the applications is self-learning. It is continually analyzing new datasets, identifying new correlations and patterns and getting better with time.

Use our AI-based Lead Scoring App to:

✓ Score leads based on complex analysis of a wide set of data and trends, not on conventional wisdom.

✓ Improve lead scoring accuracy automatically and continuously over time

✓ Adapt to changing market conditions with ability to adjust the predictive scoring model

✓ Reduce lead response time, improve customer engagements and boost sales productivity by identifying trends well in advance