



UNLOCKING THE PROMISE OF AI FOR SALES

How Predictive Analytics Can Help Sellers

A PEGA WHITEPAPER

Executive Summary

The Business Issue

Your traditional SFA system is probably not living up to the promise of helping your reps generate more revenue. Or in providing accurate forecasts to management who are buried in reports that provide data and insights, but lack a timely way of isolating problems and delivering coaching in real time. And your SFA system is probably not helping reps select the right activities and content to deepen client relationships and sell more products because there is just too much content and data for sellers and agents to share and understand.

The Solution

The use of Artificial Intelligence (AI) in sales force automation is changing how organizations sell because it changes the paradigm of sales enablement and coaching from reactive to proactive, and from instinct-driven to insight and data-driven. Rather than depending on people to source and analyze data and training them to figure out what to do – the system ingests the data in real-time and trains itself while pro-actively guiding users on what to do. The system constantly learns from what works, what doesn't work, and self-optimizes so that advice and guidance continually improve.

So What's the Problem with SFA?

Your traditional SFA system is probably not living up to the promise of helping your reps generate more revenue. Or in providing accurate forecasts to management who are buried in reports that provide data and insights, but lack a timely way of isolating problems and delivering coaching in real time. And your SFA system is probably not helping reps select the right activities and content to deepen client relationships and sell more products because there is just too much content and data for sellers and agents to share and understand.

For these reasons it is incredibly difficult to build sales organizations that consistently deliver results. And it doesn't help that first generation SFA systems have been designed and built – by and large – for management, not to support reps who need to make quota. These first generation SFA systems are essentially a rolodex of miscellaneous information, not an enterprise business system that can spot which reps need help, what's happening across the customer 360, and provide personalized advice to drive the best outcomes.

Can Artificial Intelligence Help SFA? How?

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- **Sales reps and agents** have the top next best offer for the population of contacts within their book of business. The AI also identifies the best actions to identify new leads, create more pipeline, and close deals faster.
- **Sales managers and executives** finally have a predictive view into length of sales cycle, quota attainment, win probability, and quarter end performance. And at a deal level, AI provides insights into how to coach reps to progress deals to the next stage.
- **Sales operations managers** have confidence that new leads have been passed to the most qualified reps, and that reps/agents are following the proper sales process given the specifics of customer context, and product or geographic requirements.

What are Pega's AI Capabilities for SFA?

Conceptually, Pega Sales Automation uses AI to guide sales people to identify new leads and business, accelerate opportunity progression, generate net new sales from existing clients, and improve close probability. As the system learns from the community of partner and direct sales reps it continuously improves the sales actions, offers, and processes for your organization.

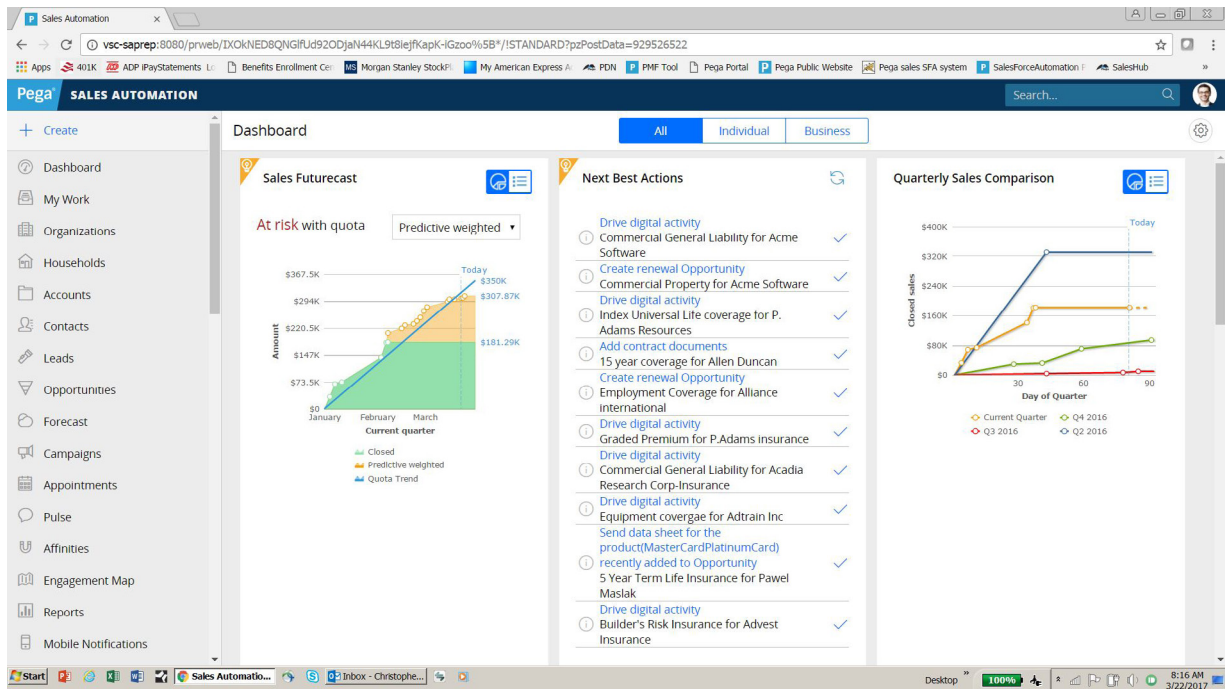
Here's how:

- **A Guided and Self-Learning Sales Processes** – one size does not fit all when it comes to sales processes. Pega is uniquely able to configure sales processes and to handle multiple sales team types (inside sales, external sales, partner sales) as well as B2C and B2B sales in one environment. Each seller has their own dashboard and is prompted to move to the next sales step, based on a guided sales model. The AI engine then gathers insights from these steps and applies analytics to optimize future guided sales steps. For example, if a particular step of your sales process (like a site visit) seems to result in higher than average win rates, it will recommend that step be required, and not optional.

The screenshot displays the 'Opportunity insight' dashboard. It features four main panels: 'Probability to move to Proposal' (50% Likelihood), 'Win probability' (50% Likelihood), 'Close date' (On time, Q2 2017), and 'Next best action' (Drive digital activity, Drive Contact growth, Call Organization). Below these panels is a navigation bar with tabs for Details, Contacts, Activities, Leads, Close plans, Attachments, and Sales team. A 'Change stage' button is located on the right. The main content area shows a sales process flow with stages: Qualification, Analysis (highlighted), Proposal, Decision, Negotiation, and Closed. Each stage has associated activities, such as 'Identify Competition' and 'Propose Development' under the Analysis stage. A 'Competitors' section is partially visible at the bottom.

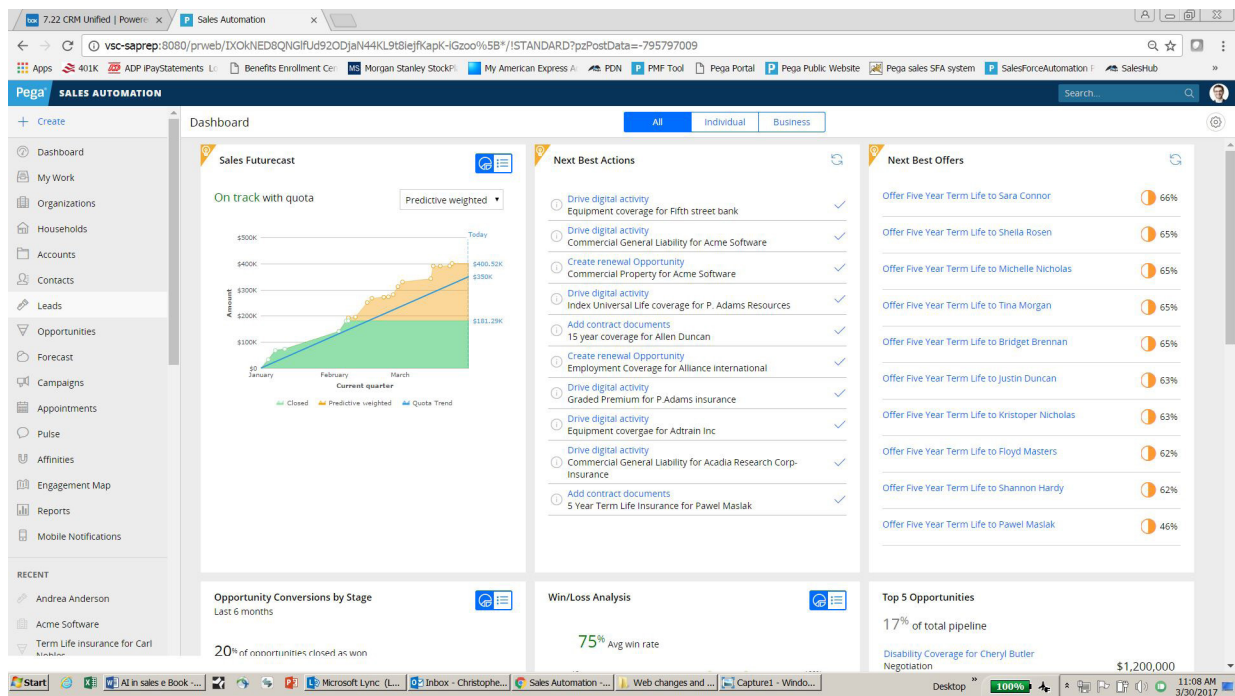
The built in process and case management guides reps through activities, steps, and stages while tracking open assignments across your entire organization. This data supports the AI models.

- A System that Surfaces the Next Best Actions To Identify Leads and Improve Close Probability** – Pega also uses artificial intelligence and machine learning to present the Next Best Action at the right moment in time. These actions can relate to the steps to qualify leads, progress pipeline, nurture with content, or any other activity to drive opportunity qualification and closure. For example, in a contract renewal situation, the AI engine can identify a variety of relevant actions such as driving digital activity, scheduling meetings, or using a specific piece of product collateral. The seller can decide to take these actions and the system will capture these activities, and learn whether or not they influenced a positive outcome.



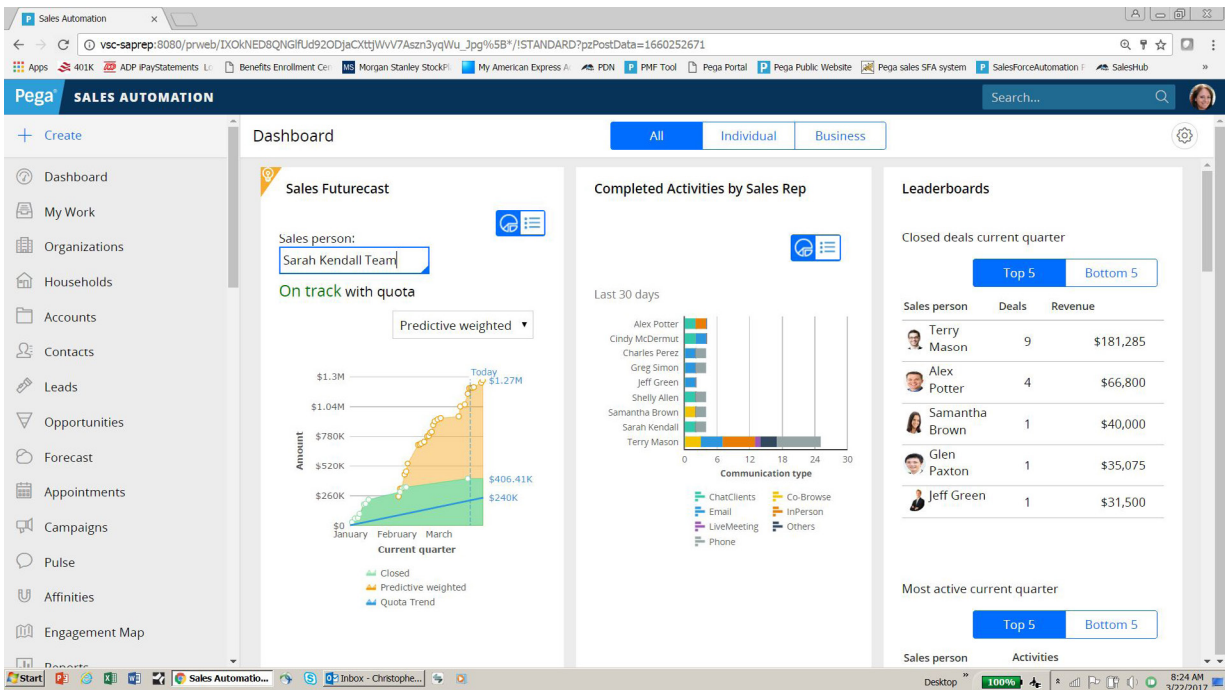
Built in and configurable decisioning strategies identify the next best action for every opportunity and rank and present the top actions in the sales rep's dashboard

- Next Best Offers to Drive New Sales from Existing Customers** – At the heart of the system is the Pega Customer Decision Hub; this digital brain is constantly evaluating rep activities and client/prospect responses to determine the next best unique offer for every customer. Sales people no longer have to generate offers for their assigned customers and cold call to generate new leads or sales. Instead, Pega Sales Automation and the Customer Decision Hub work seamlessly together to use customer lifetime value (CLV), win scoring, and other configurable inputs to generate the offers that have the highest propensity for acceptance. This combination of business process management and adaptive machine learning ensures that offer responses are captured and continuously improve the next offers



Sales Automation leverages Pega's Customer Decision Hub to identify the top specific offers for the population of contacts within a sales rep's book of business.

- A System that Continuously Coaches** – Artificial intelligence can also be used to drive powerful coaching insights. These insights are informed by sales results, sales activities, forecast, and other data points that your sales management team deems relevant. Pega Sales Automation and the Customer Decision Hub constantly review this data across all sales and channel personnel, to generate top line insights for managers to discuss with reps. For example, the Pega Future Cast™ dashboard shows managers the estimated quota attainment for the quarter and recommends the next best coaching actions to take, so managers can help sellers make their forecast.



Futurecast predicts the probability of a deal closing, when it will close, and whether a rep will attain their quota.

Conclusions

Clearly AI – with its roots in database marketing and real-time marketing offers – holds the promise of timing sales content and communications to be effective, timely and relevant. And it is also able to deliver the insights, actions and offers to identify leads, drive revenue, and ensure opportunities progress and close.

Additionally, as AI results are gathered, the more refined your sales engagement and activity will be. This means your sellers and agents have the insights to prioritize based on demonstrated customer or prospect interest – not guessing and hoping.

Finally, AI for SFA has the effect of calibrating and setting the right expectation for sales forecasts and results because the system is constantly aware of prior performance and monitoring, and suggesting proactive actions to improve.

Additional AI for SFA Resources

This eBook covered a small portion of Pega Sales Automation's unique capabilities around AI and guided sales. To learn more about how we drive value, visit www.Pega.com/sales or these technical articles on AI:

- Artificial intelligence insights
<https://pdn.pega.com/artificial-intelligence-insights>
- Pega Sales Automation next best action use cases
<https://pdn.pega.com/pega-sales-automation-next-best-action-use-cases>
- Training adaptive models for artificial intelligence
<https://pdn.pega.com/training-adaptive-models-artificial-intelligence>
- Configuring Pega CRM with Pega Marketing and the Customer Decision Hub
<https://pdn.pega.com/configuring-pega-crm-pega-marketing-and-customer-decision-hub>
- Configuring next best action strategies for Pega Sales Automation
<https://pdn.pega.com/configuring-next-best-action-strategies-pega-sales-automation>
- Pega Sales Automation next best action technical implementation
<https://pdn.pega.com/pega-sales-automation-next-best-action-technical-implementation>



ABOUT PEGASYSTEMS

Pegasystems develops strategic applications for sales, marketing, service and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 500 customers include the world's largest and most sophisticated enterprises. Pega's applications, available in the cloud or on-premises, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale.

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