# TopOPPS

# Enhance CRM With AI For Sales

Sufficient, timely and accurate information in CRM comes at the expense of time spent selling. Managers don't have the data they need to accurately forecast. The end-of-quarter is a mad scramble and there is no visibility into what deals to focus on.

**TopOPPS solves these challenges by infusing Artificial Intelligence throughout the sales process to support:**

- Automated CRM Data Capture
- Proactive Sales Process Enforcement
- AI driven sales forecasting & pipeline management

**TopOPPS allows you to spend less time managing your Sales Pipeline & Forecast and more time WINNING!**
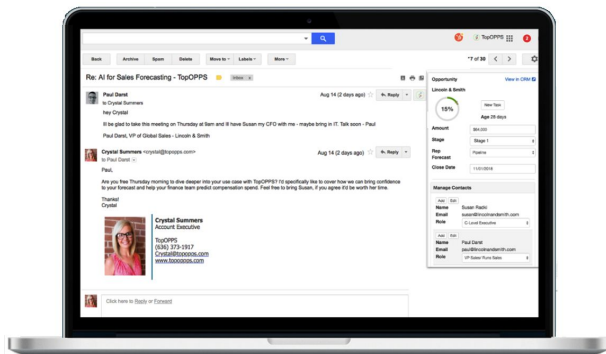


## Automated CRM Data Capture

- The email & calendar interface captures all contents into TopOPPS application and uses sentiment analysis to rate the interaction automatically updating the opportunity

- The mobile interface allows the sales rep to work from their phone from anywhere

## Proactive Sales Process Enforcement

- The sales pipeline view provides an intuitive and visual sales pipeline.

- Both predictive and prescriptive alerts keep the sales process on target and highlight problem areas.

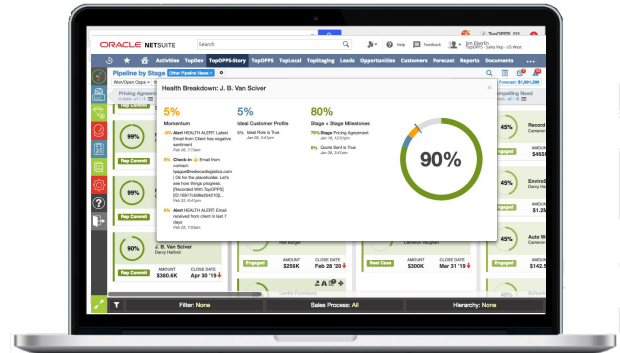- Users update the status and activity in the same interface so accuracy and context is maintained.



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# AI For Sales Forecasting & Pipeline Management

## AI Driven Sales Forecasting & Pipeline Management

- Past sales experience is extracted from the CRM system to understand patterns in the sales journey and key sales drivers.

- Algorithms based on history are layered on to build the forecast and the opportunity health score.

- The AI driven opportunity health score allows sales reps to focus on deals most likely to close.

## The ROI of WINNING & Revenue Certainty with TopOPPS

| 400% | 19% | 59% | 75% | 25% | 58% | 32% |
|------|-----|-----|-----|-----|-----|-----|
| More Pipeline Updates | More Opportunities Reps Manage | Quicker Time to Win | of Customers Immediately Increase Bookings | Increase in Quota Attainment | Larger Average Deal Size | Increase in Forecast Accuracy |

*"Since integrating into NetSuite CRM, our reps now have a tool to help them execute our sales process and keep them accountable for the deals they commit. TopOPPS definitely makes it easier for reps to update deals for better communication. This increase in visibility has significantly improved our forecasting process."*

Megan Remy
VP of Global Operations, DSI