



# Infor Sales Intelligence for CRM

## Make all of your interactions meaningful

Customer relationships are the foundation of your business. When you're identifying new leads and staying current with existing customers, every interaction has to count. With the right data science tools, your salespeople can use client and prospect data to make sure that they're using all of their resources to their fullest potential. From identifying the customers that are most likely to make a purchase, to knowing their next purchase, or identifying customers who may be in the early stages of looking for a new provider, data science can give your business the edge it needs in a competitive market.

## Unlock the power of data science

As analytics continue to drive the business world, you must do more than just collect customer data. You need to make your data work for you. To do this, you need insights and answers into your customers that will help grow your business and allocate your resources where they're most cost effective.

Through cutting-edge data science techniques, Infor® Sales Intelligence for CRM can help you unlock the potential of your data to improve your customer relationships. Infor Sales Intelligence for CRM connects with your customer relationship management (CRM) platform to help you define customer purchase likelihood. And, you can use the data you already have to predict the next likely purchase recommendations at an individual customer level.

With Infor Sales Intelligence for CRM, you can stay up to date with customer and prospect data, so you can drive more business.

## Drive higher value from every investment

Infor Sales Intelligence for CRM uses advanced data science algorithms such as collaborative filtering, association rule mining, and sequential pattern mining to provide you with the best results. The system also continues to learn and automatically adjusts its methods when greater gains are identified.

### Get quick results

With Infor Sales Intelligence for CRM, you get quick results on your investment. Infor's embedded machine learning algorithms auto-tune and select the right settings based on your data characteristics. Commonly available data, such as relevant customer information and transaction data, is provided to Infor on a regular basis, often monthly. This information can come from the customer's file, their transaction data, or from your ERP system. These files are loaded into the Infor Sales Intelligence for CRM model, so you can start using the solution right out of the box.

After the results are generated, an output file is produced identifying the purchase likelihood and next likely purchase for each customer. This file can be uploaded into existing customer CRM solutions for segmentation and customer communication execution. That way you can start planning your next interaction.

With Infor Sales Intelligence for CRM you can use data science to predict:

**Purchase Likelihood**—The customer's Purchase Likelihood is a number, on a scale of 1–10 that indicates a customer's propensity to make a purchase. A 10 indicates the customer is very likely to make a purchase, while a 1 indicates a customer is much less likely to do so.

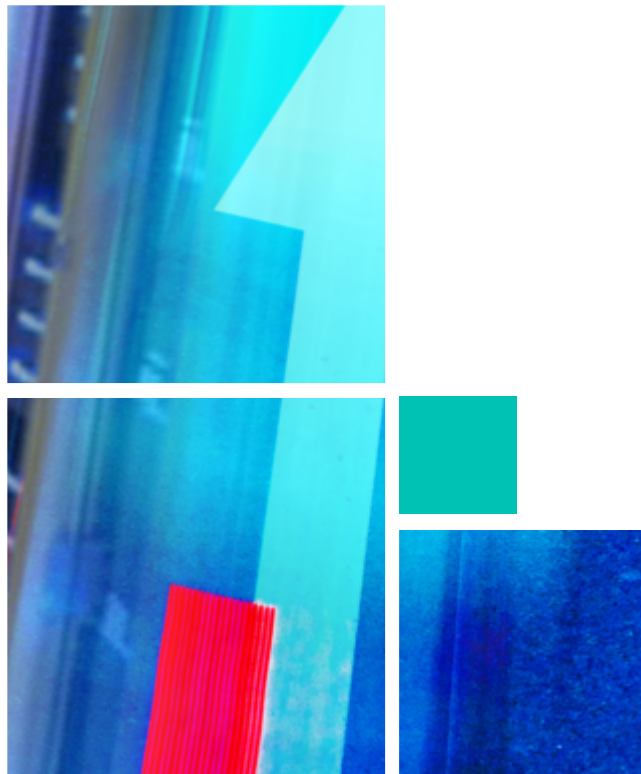
**Next Likely Purchase**—Each customer record will also include the products that are most likely to gain the greatest interest from that customer. If your aim is to cross-sell, the solution understands the products that your customers have already purchased. Those recently purchased solutions can be excluded from the results, producing recommendations that help expand your business.

**Attrition Analysis**—Identifying changes in your customer's behavior such as a decrease in spend or their purchase frequency has dropped, the solution provides insights to detect those customers which will give you the rationale and insights you need to retain them before the decision is made to leave.

**Prospect Likelihood**—Once a company has purchased a list, the solution will review the minimal information provided with the purchased list and identify which prospective customers will convert and become a customer. Each prospect is given a ranking (A, B or F) allowing the company to define different conversion strategies to each group. With Sales Intelligence for CRM, prospects rated an "A" convert at a rate that is 5x that of the control group.

## Build better customer relationships

Because Infor Sales Intelligence for CRM gives you market-leading information for each of your customers and highlights the products that are most likely to fulfill their individual needs, you'll be able to expand your reach and gain enhanced customer loyalty. With Infor Sales Intelligence for CRM, each interaction with your customers will be more meaningful, as well.



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