# Title: Freddy for Freshsales - 2019 goals

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| # | Goal area (direction/theme) | Example features | Metrics | Other companies doing this |
| 1 | Lead organization    Target: 3 features (stretch=4) | * To de-duplicate leads, contacts and accounts using fuzzy matching techniques * To enrich leads using external information sources, e.g. Clearbit, Crunchbase, Webshrinker * To predict the probability of lead closure and accordingly classify leads into buckets * To alert sales agents when a lead becomes inactive * Reports - To surface insights related to leads | * Number of features shipped * Impact on revenue attainment * Agent productivity | Infer  [www.madkudu.com](http://www.madkudu.com)  [www.kreatocrm.com/sales-ai-crm/](http://www.kreatocrm.com/sales-ai-crm/)  Salesforce Einstein |
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| 2 | Pipeline Management    Target: 2 features (stretch=3) | * To automatically categorize open deals into one of four states (Likely to win, Trending upwards, Trending downwards, and Stale) * To surface significant insights/events from the deal lifetime, which explain the aforesaid categorization * To forecast revenue to be realized within a defined timeframe (say, quarter) * To predict probability and timeline for advancing to the next deal stage * To alert sales agents when a deal becomes inactive for longer than usual * Reports - To surface insights related to deal pipelines | * same as above | [www.kreatocrm.com/sales-ai-crm/](http://www.kreatocrm.com/sales-ai-crm/)  Salesforce Einstein |
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| 3 | Sales assistant    Target: 2 features (stretch=3) | * To detect calendar events from e-mail text * To detect e-mail sentiment and alert agents * To suggest the next best action(s) for the agent * To identify and tag similar deals * To suggest e-mail templates * To alert sales reps when the lead shows intent to buy, when the lead/deal score changes direction * To identify the best time to send an e-mail or call a lead * Reports: Conversational reports (?) | * same as above | [www.tact.ai](http://www.tact.ai)  [spiro.ai](http://spiro.ai)    Salesforce Einstein |
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| 4 | Email conversational intelligence    Target: 0 features (stretch=1) | * To automate lead qualification over e-mail; Freddy to reach out to new leads and auto-respond (personalized) to initial e-mails. * To resolve and save referral leads, remember time to follow-up, etc. * To persist for follow-ups/appointments, schedule events, nurture old leads * Reports - To surface insights from conversations (e.g. rejection reasons) | * same as above | [www.conversica.com](http://www.conversica.com/) [www.saleswhale.com](http://www.saleswhale.com/) |