International Trends and Technology

Advancing CRM Capabilities: A Comparative Analysis of Predictive Analytics Integration

(/2024/Volume-72 Issue-6/IJCTT-V72I6P102.pdf)

How to Cite?

Jagjot Bhardwaj, Lakshmi Sahitya Cherkuri, Pan Singh Dhoni, Pradeep Aluru, "Advancing CRM Capabilities: A Comparative Analysis of Predictive Analytics Integration," *International Journal of Computer Trends and Technology*, vol. 72, no. 6, pp. 8-14, 2024. Crossref, **https://doi.org/10.14445/22312803/IJCTT-V72I6P102 (https://doi.org/10.14445/22312803/IJCTT-V72I6P102)**

Abstract

The paper explores the incorporation of predictive analytics into Customer Relationship Management (CRM) systems and its impact on business operations and customer service. A comparison of Salesforce Einstein, Microsoft Dynamics 365 AI, and Pegasystems reveals varied capabilities in using artificial intelligence to enhance customer interactions. Focusing on Salesforce Einstein, a case study demonstrates its effectiveness in predicting hospital readmission for diabetic patients, with the

predictive analytics can lead to better decision-making and increased customer satisfaction.

Keywords

CRM, Pegasystems, Microsoft dynamics 365, Salesforce einstein.

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