# How to implement AI in CRM Applications

Artificial intelligence or AI is a powerful technology that enables machines to make “intelligent” decisions. Recent trends seem to suggest that there is a keen interest on the part of CRM users to adopt AI. The goal is to extract actionable insights from AI-based CRMs that will streamline the entire decision-making process.

Here are 5 ways to implement AI in CRM applications –

**Data retrieval**

One of the major obstacles in wide-scale CRM adoption is manual data entry. Intelligent algorithms help sales professionals in segmenting clients and shorten the time for gathering information.

AI-based CRMs can transcribe customer interactions and analyze the data to produce key insights. Sales professionals can easily look up the metadata of the transcripts for phrases and sentiments to understand customers and tailor their approach accordingly.

An analysis of past customer behavior data will also help in creating personalized customer experiences, which in turn increases the chances of converting prospects.

**Sentiment Analysis**

A majority of the customer interactions takes place via virtual platforms today where facial expressions and body language are largely absent, so it is difficult to build trust and rapport with customers.

AI offers a solution to this problem. It has tools that can go through customer conversations and gauge their emotions. This insight helps salespeople understand customers and allows them to respond better.

The stored data can also be leveraged for training purposes to streamline customer relationships.

**Automation of routine tasks**

Keeping track of scheduled meetings to not missing crucial points during important calls is made easy with AI-enabled CRM systems. Artificial Intelligence based calendar tools schedule sales meetings automatically and manages events on the calendar.

Call analytics tools record calls, captures transcripts, and even bring out references to specific phrases and points.

**Predictive Analytics**

Traditionally, salespeople ranked leads manually based on a set of rules. AI has weaned businesses away from traditional methods to predictive analysis for leads. Its ability to analyze vast amounts of data generated across geographies and demographics can accurately determine the chances of a customer’s intent to buy.

AI-based CRM systems can go through successful vs. unsuccessful deals and produce an accurate predictive lead scoring method.

**Personalized experience**

CRM platforms are vast storehouses of data. With AI, these platforms assume the role of an advisor. Using the data in the system, CRM systems can come up with focused recommendations that help salespeople curate personalized marketing collateral and share them with customers at predetermined schedules.

CRMs need to evolve further to be more effective at enhancing the connect between salespeople and customers. AI has the requisite tools that empower CRMs to provide intelligent insights that salespeople can act upon to enhance business.

Having gone through the methods of implementing AI in CRM, the next logical step would be to use an AI based CRM for your sales processes. To get the most out of such a platform, it is best to choose a vendor with rich experience in [business application development](https://www.corelynx.com/services/).