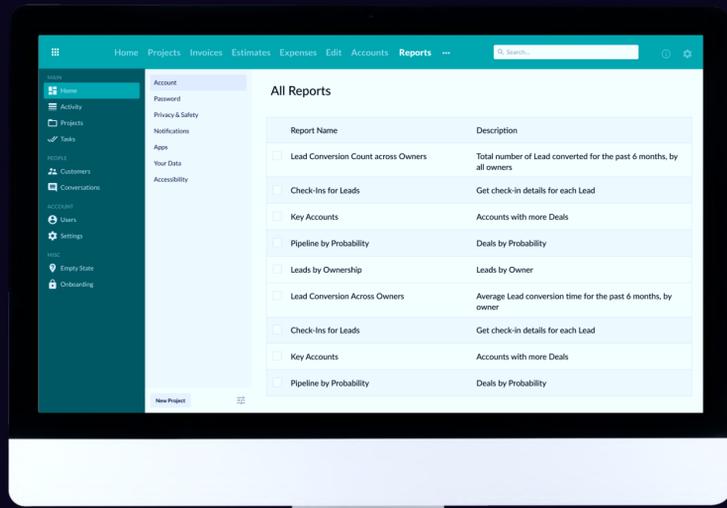


MIA



The Module predicts customer behaviour using machine learning algorithms. It forms the list of recommended activities in CRM for the most efficient interaction with every potential customer.

#eCommerce

#machine learning

#Java

#Python

#crm

#Keras

BUSINESS CASE

MIA Module is used to search for the right target group for the product/service.

It's also used for effective product/ service sales strategy - resource intensive process. Sometimes the market or product/service conjuncture changes require to experiment with the target group and sales approach, even if the processes are running well-functioning processes. This is a time and money consuming work/process, which is more than relevant in the case of organizing sales from scratch.

This solution is an extension of Zoho-CRM. Using patterns that were founded in historical data, the Module predicts the probability of conversion in the chain – “a cold lead- a hot lead- a client”. The Module provides tools for sales pipeline analysis and current client’s portrait. (how close it’s to the target one). This instrument allows prompter and deeper tracking and changes evaluation. It reduces costs and improves customer base quality.

TECHNICAL IMPLEMENTATION

The module is a cloud solution consisting of the following components:

- A cascade of neural networks and statistical algorithms for analyzing customer data has been developed.
- Server for performing computational operations and launching neural networks
- Extension for Zoho-CRM with the ability to install via marketplace;
- Integration with Zoho-CRM API is Implemented
- SSL encryption is enabled for API requests
- The reporting functionality is Implemented in Zoho-CRM

