



INTELLIGENT AUTOMATION FOR SALES

VIDEO TRANSCRIPT

Bhaskar Ghosh: Salesperson can provide the multiple options for the insurance. There are many products. Now in a physical contact, you may have some context of this client and all, you know which one to push, but now it is not there. So we try to prioritize that which product to push, which product to sell. So the engine started, AI engine started doing that select your customer and tell that which one is likely to get converted. And that helped this salespeople significantly, and their conversion rate started increasing, and number of inquiries anyway got increased. So overall business started growing much faster.

Now if you think of this example, this example is not about the cost, scale, quality and productivity, the whole thing. It is not about the elimination of people. It is not about the elimination of people. This is an example of powering your sales team with intelligent automation so that they will be able to perform much

better and their chance of success is much higher with this power of automation. So that is a better decision making. We are using the technology and empowering our front line with a better decision making, which customer to choose and which product to sell?

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