

# CRM opportunity scoring based on Machine Learning

## WaveAccess invites customers to create a CRM opportunity scoring system for better business results

A CRM Opportunity Scoring System accents opportunities with higher deal probability and reveals the gaps and areas of close attention for lower deal probability opportunities.

### Business value of CRM opportunity scoring

- Rating the opportunities by chance of conversion;
- Relevant customer service due improved analytical insight;
- Salespersons efficiency rating by various metrics.

### How it works

Machine learning is a technique of data science that helps computers learn from existing data in order to forecast future behaviors, outcomes, and trends. This process involves collecting data from one or multiple sources, and feeding the data into the Machine Learning models. These models then use the data to predict future outcomes. Essentially, Machine Learning uses past data to predict future data.

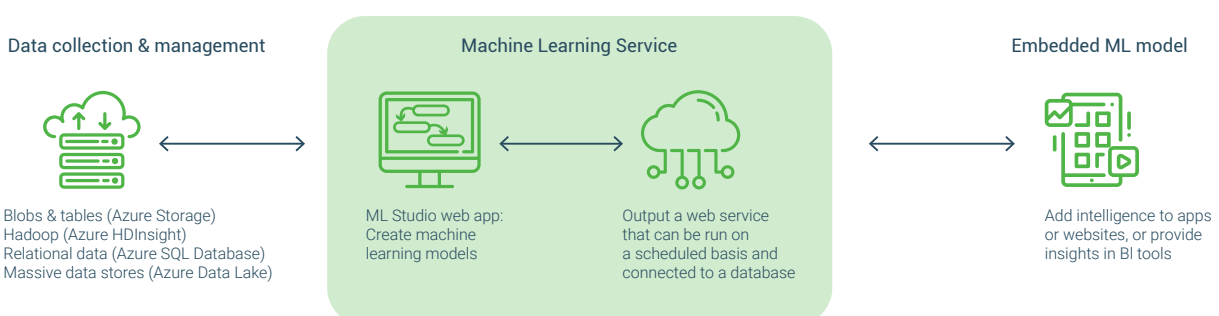
Connecting Dynamics CRM data to Azure Machine Learning allows predicting Leads and Opportunities probability and calculate a Opportunity scoring.

Based on the previous sales patterns (sales reps' history and customer history), Azure Machine Learning can model and predict which opportunities should be taken by which sales representatives and also reveals the gaps such as non-filled fields, non-defined influencers: technical buyers, competitors etc. The opportunity with poor gap filling will have a lower score and will need more attention of sales representatives.

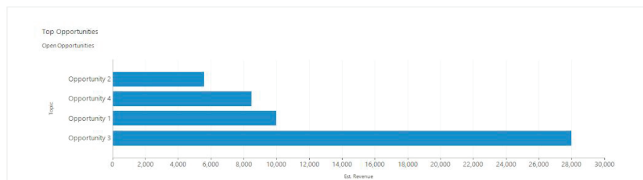
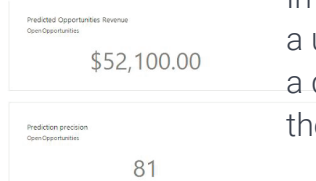
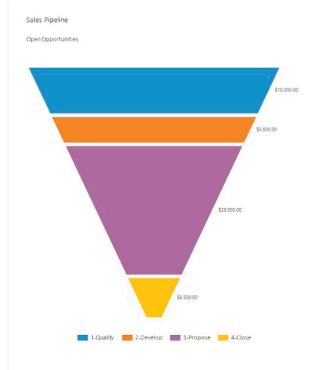
It ultimately increases the likelihood of a sale.

### Azure Machine Learning: Basic workflow

Build models from data and operationalize a machine learning solution



#### Opportunity Predictions



In Dynamics CRM a user can set up a dashboard to see the analytics

This solution is highly customizable. WaveAccess can help you configure Lead and Opportunity scoring in your Dynamics 365 instance to match your specific needs. The other options of using Azure Machine Learning to enhance your Dynamics CRM efficiency are:

- Machine Learning based Lead Scoring system for fast and proper leads processing
- Product Recommendations
- Customer Requests processing and their distribution based on sales people success score
- Topic mining based on key words extracting from speech

## About WaveAccess

# 19

years of delivering successful outcomes for customers

# 350+

talented & passionate professionals

# 50+

реализованных проектов в области интеграции систем

# 4

global R&D centres

# 96%

our customers are repeat business



2019 Partner of the Year  
Media & Communications Award  
2018 Partner of the Year  
Artificial Intelligence Award  
2017 Partner of the Year  
Business Analytics Award



Gold Application Development  
Silver DevOps  
Silver Cloud Platform  
Silver Datacenter



If you want to learn more on how to use Machine Learning technics in your CRM contact us today

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