knowit

Microsoft Solutions Partner

Leverage Machine Learning and Generative AI to optimise sales and marketing strategies

About Generative AI Proof of Concept (PoC):

Understand and optimise the drivers behind your sales to maximise the revenue and minimise marketing costs. By utilising advanced machine learning and generative AI techniques, Generative AI PoC aims to extract your key drivers of sales enabling accurate sales forecasting and the ability to simulate various scenarios to optimise sales strategies while minimising marketing expenditure.

What we offer

Understanding customer buying patterns is crucial for success. Each product or service offered by a company has its unique set of customer behaviors and preferences, making it essential to dive deeper into these patterns. By comprehending and leveraging customer buying patterns, service feedbacks and attributes, businesses can unlock significant growth opportunities and gain a competitive advantage in the market.

Knowit's Generative AI PoC is a structured approach to developing a strategy and proof-of-concept of a solution where we combine advanced business analytics, machine learning and generative AI to tailor a POC solution that can benefit your enterprise and industry.

Generative AI PoC steps: Data collection and preparation, model development and validation, PoC execution and analysis.

Benefits:

By utilising our advanced analytics framework, you will gain **a comprehensive understanding of the factors driving sales** within your organisation.

The ability to simulate different scenarios will empower you to **identify cost-effective marketing strategies** that yield the highest return on investment (ROI).

Optimised marketing: **Reduce time, repetitive work and cost** in your marketing campaign.

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