UDC 004.8

INTELLECTUAL TECHNOLOGIES AS THE KEY SALES DRIVER IN 2017

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The purpose and objectives. The purpose is to reveal the importance of using intellectual technologies in the sales to hold positions in the modern high-tech world. Objectives are to learn to use artificial intelligence in our daily work.

Object of research. The research deals with intellectual technologies as the sale drive key in 2017.

Methods and means of research. Analyze references and sum up of a common data, general comparison, study resources.

Scientific innovation and practice. Using intellectual technologies has many advantages such as synchronization of Marketing and Sales teams, work productivity, accurate design and timely communicated measures to improve customer experience.

Results of research.

We live in the saturated informative world where all communications are carried out online. It`s open up possibilities for people, who understand how to structure and use information with benefit. The main thing of this system is intellectual technologies. Artificial intelligence is the main vector of development of high-techs and innovations in the world. That`s why all sales teams should use intellectual technologies to hold positions in the modern high-tech world. Artificial intelligence (AI) it`s a technology for analysis, using and prognostication historical collected data. AI has several related notions such as computer assisted teaching, intellectual analytics etc. Everyday we use artificial intelligence in our daily life. For example, Siri (Apple) and iGoogleNow stemmed from intellectual technologies. Some search systems, such as Yandex and iGoogle, use artificial intelligence for automatic search query and predict what are you looking for with stunning accuracy without people meddling. Amazon use algorithm in the computer assisted teaching to offer more relevant products based on their preferences, history and interests reservations. 80% directors believe that artificial intelligence enhance working productivity. 44% directors believe that the value of intellectual technology is ability of generate data necessary for decision-making.

Artificial intelligence can help in the planning and future analysis. Sale planning is the real try-out for many organizations. Today many of them hope that teams of analysts that work with tables and reports for preparation of plans, calculation of prognoses and analysis of efficiency. Meanwhile a shade less than 50% deals are closed which is a predicted result. Intelligent systems are the future, where companies can track link between teams work and profits. Similarly they can motivate employees to more effective work.

Intellectual technologies are able to foresee sales. The instruments of prognostication exactly calculate what expected from sales in the cut of a quarter or year, instead of intuitive conjecture. Sequential predictions are based on the sales results. Meanwhile the system helps to understand what will happen with a concrete operation.

Artificial intelligence has a great impact on optimization of operating tasks. Intellectual Customer Relationship Management (CRM) gives an opportunity to determine which operation require improvement or standardization. For example, the system can bargain that some company must take two salespersons for the work and forecast how these changes will influence eventual result. This knowledge can improve business and work of company. 79% of companies are wrong in their prognoses for more than on 10%.

CRM system gives an opportunity to add the missing or additional information that has been got from external source from a client or sales profile. The system can clean program database from redundant information. When salespeople use these methods, they can form the actual and complete profile of a client and get the deeper understanding of client`s needs and further steps.

Also intellectual system collect data about client`s activity on the website and connect them with client information. This system considers data storage to find the best way for communication, optimal time for connection and corresponding tone with a client.

Flexible CRM systems give a great opportunity for business such as manage the client steps - from the first purchase to the next sales and loyalty, being for a company the additional source of income. Such decisions are able to unite marketing, sales and service in an only informative environment that allows subdivisions to co-operate and instantly share important client information.

Conclusions. Today the organization and structure of information are more important than it`s volume. Thus, quality is more important than quantity. Intellectual CRM system collects all the necessary information in single informative space that helps to form the detailed profile of every client. And the instruments of this system allow to the managers to use the accumulated and structured data in the daily tasks, promoting operating efficiency and improving communications with clients.

Key words. Intellectual technologies, artificial intelligence, planning, analysis, Customer Relationship Management (CRM), work productivity.

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