

## The Elephant in the Room: Salespeople hate CRM

Why is it that salespeople have less time than ever before to sell even though companies spend more than ever before on CRM?

Because CRM is disconnected from actual selling - visiting customers, prospecting on LinkedIn, or following up on email. CRM was designed for the era of PCs and database forms, not for today's world of connected devices, voice, or chat interactions.

No wonder sellers hate CRM and do the bare minimum, resulting in bad quality data, inaccurate forecasts, and lost revenue.

64% 

"Sales reps spend 64% of their time on non-selling tasks". 2016 Salesforce State of Sales Report

66%  CSO Insights<sup>™</sup>  
The Research Division of Miller Heiman Group

"66% companies continue to have problems with CRM adoption". 2016 CSO Insights Report

### What if you never had to log into CRM again?

As former Salesforce and Siebel executive, Tact founder Chuck Ganapathi met thousands of sales leaders who were frustrated by the lack of productivity gains because reps weren't using CRM. Some leaders even went to the extreme of hiring admin assistants just so reps could phone in to update CRM.

Tact's vision is to bring every seller their own personal assistant — one that uses Artificial Intelligence (AI) and can be summoned from any connected device. An AI powered smart assistant can help each salesperson become a top performer, generate more revenue, and deliver a great customer experience, all the while keeping CRM up to date.

### Gartner

The world's largest research firm agrees that it is time to rethink the sales experience with assistants. Gartner has predicted that:

"Companies will finally accept that field reps aren't going to live inSales Force Automation. That ship has sailed."

- Todd Berkowitz, 10 Fearless Predictions for 2017

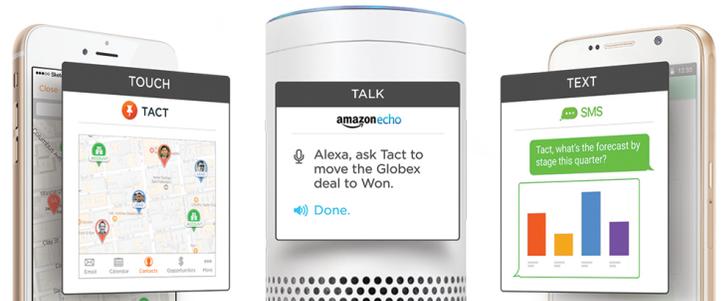
"Virtual Digital Sales Assistants will be transformative. VDSA will become the primary interface by which sales representatives manage their work."

- Tad Travis, The Third Wave of Sales Automation is Here

### The smart assistant every salesperson needs

Tact is the sales experience platform that turns a salesperson's connected device into an AI-powered smart assistant. The Tact assistant makes selling frictionless and is available through mobile, voice, and chat experiences.

- Integrate Salesforce with email, calendar, LinkedIn, and maps
- Automatically log calls, emails, meetings, and notes to CRM
- Bi-directional updates across devices and channels
- Trigger smart workflows with intelligent, timely prompts
- Have natural language conversations with your CRM
- Plan daily route using geo-location and mapping
- Add contacts to CRM through inbuilt Business Card Scanner
- Track emails with document analytics



#### TOUCH

- Native iOS, iPad and Android apps
- 100% offline-ready

#### TALK

- Amazon Alexa skill on Echo and Dot devices
- In-app, Apple CarPlay & Android Auto

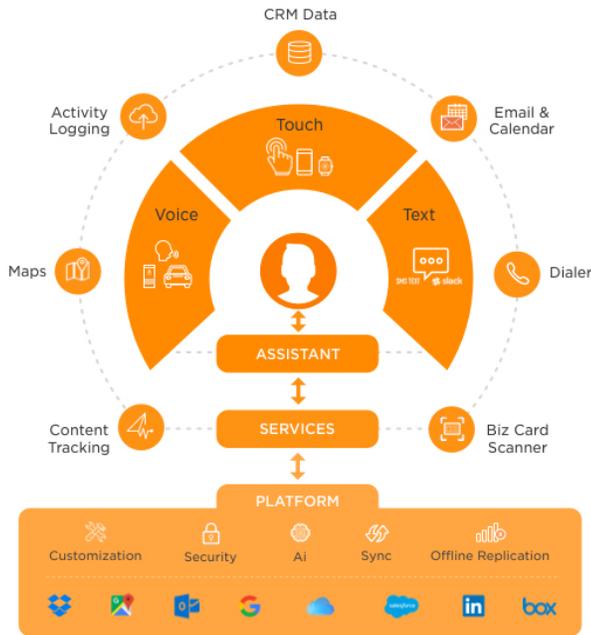
#### TEXT

- SMS and MMS
- Slack and other messaging platforms

## Powered by the world's 1st sales experience platform

### A new kind of post-web architecture

Tact's patented device-native, conversational architecture powers the same kind of experience users are used to getting from the consumer world, combining it with the enterprise-grade security and customization that Fortune 500 companies rely on.



### 100% offline replication

Tact's offline architecture stores data locally — directly onto the seller's device. Unlike other platforms which only cache a small set of pre-identified records, Tact works 100% offline, bringing no-compromise data availability in areas with limited or no wifi or cellular service. Tact bi-directionally synchronizes data both with CRM and multiple backend systems including content, storage, and customer support tools.

### Device-native, not just mobile first

Tact is device-native, which means it is embedded deeply to fully utilize the capabilities of each smart device platform — be it an iOS or Android phone, an Amazon Echo, or a voice interface in your car. Using Edge Computing principles, Tact enables millisecond response times across sellers' connected devices, utilizing GPS, camera, sensors and other capabilities.

### Conversational AI interactions

Tact's Artificial Intelligence engine enables sellers to use natural language to talk or text back and forth with CRM and other systems of record. Tact's conversational AI syncs and contextualizes across the corpus of customer data and generates insights for sellers just when they need them, and wherever they happen to be. Tact AI supports both individual sellers and collaboration within sales teams.

### Enterprise customization and security

Tact auto-configures to existing CRM customizations including common and custom fields, record types and layouts. It gives enterprise IT administrators full visibility into sales' use of Tact, while keeping data secure. Tact provides data protection with role-based controls and integrates with major mobile device management (MDM) platforms, enabling administrators to remotely manage and wipe application data on smart devices.

## The most innovative companies use Tact



- ✓ 7x ROI for Fortune 500 customer
- ✓ 4-6 weeks of additional selling time
- ✓ 95% reduction in admin time
- ✓ 50% increase in CRM logging
- ✓ 3x better data quality