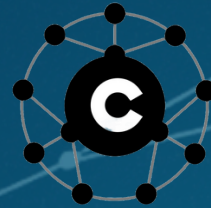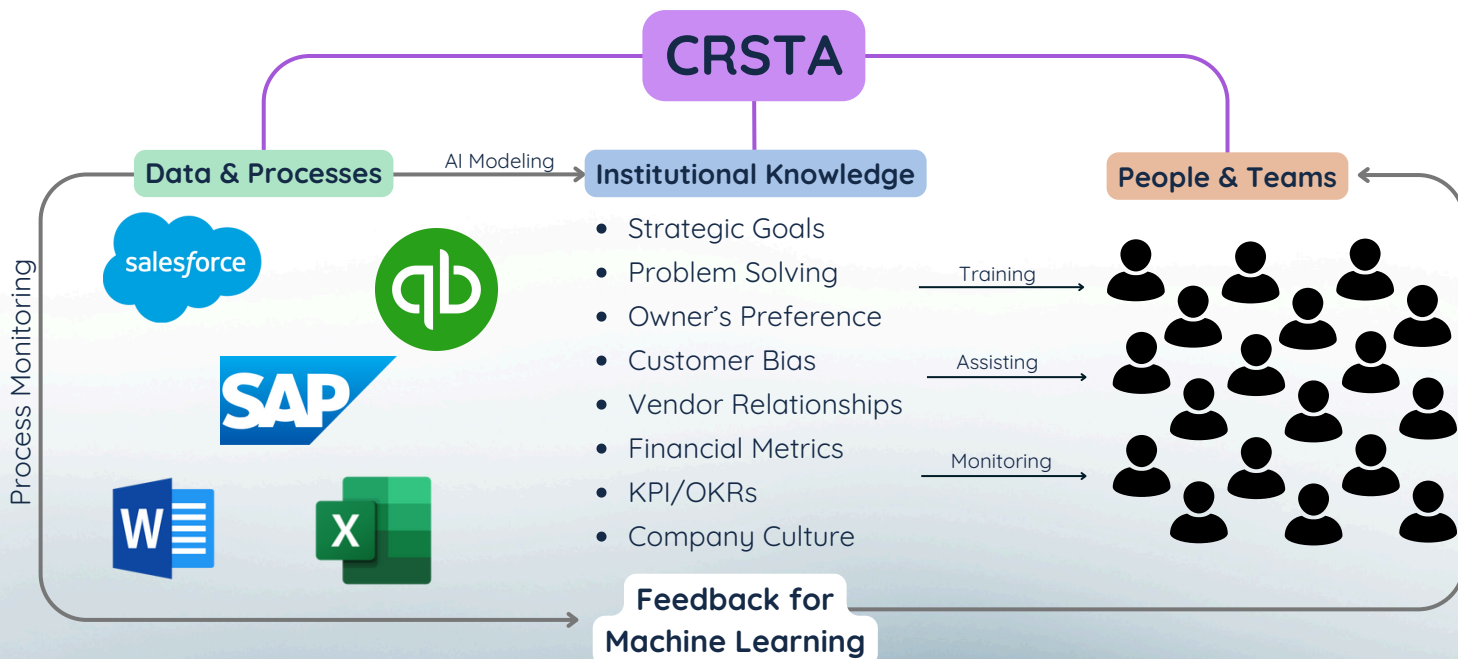# Business AI Starts With Monitoring Key Processes Using CRSTA

CRSTBL is excited to introduce CRSTA, the "brain" of your AI system that will help you run sales, marketing, and purchasing processes to grow your business and simplify day-to-day work in the years ahead.

The first hosted cloud solution of its kind, CRSTA will be able to capture the way owners and key managers make both routine and strategic decisions, and implement a monitoring system to ensure those decisions match established policies and KPIs.

CRSTA

Data & Processes — AI Modeling → **Institutional Knowledge**

Process Monitoring

- Strategic Goals
- Problem Solving
- Owner's Preference
- Customer Bias
- Vendor Relationships
- Financial Metrics
- KPI/OKRs
- Company Culture

Training

Assisting

Monitoring

People & Teams

Feedback for Machine Learning

CRSTBL Inc.

PERPETUALLY INCREASE MARKETING & SALES EFFECTIVENESS WITH *CRSTA AI*

Train Your AI System to Identify & Implement Key Drivers for Revenue Growth

Data Collection

PHASE 1: KPI Management - *Utilizing Intelligence*

Understanding Sales Activities

- Analyze weekly/monthly account & SKU performance patterns
- Identify changes in account purchasing habits early
- Categorize accounts, SKUs, opportunities to design tailored campaigns
- Decide specific marketing and sales goals to implement & measure

Months 2-4

Dashboard

Process

PHASE 2: Incentivizing Sales Performance - *Taking Action*

Accelerating Growth

- Create targeted incentive programs aligned with goals in Phase 1
- Design execution plans using assorted methodologies for Sales team
- Track results of each campaign, understand reason for outcome
- Create new analytics & reports to capture new knowledge

Months 3-6

Monitoring

ML Training

PHASE 3: Monitoring & Automation - *Real-time Learning*

Deep Monitoring

- Monitor invoices, quotes, call logs, & emails in real-time
- Suggest improvements for sales & marketing strategies
- Leverage CRSTA's continuous learning to improve prediction accuracy
- Capture activity in Phase 2-3, store for additional machine learning

Months 7-10

Reinforced Learning

DATA REQUIRED FOR IMPLEMENTATION:

- Customer account information
- Sales history (ERP, CRM)
- Accounts receivable, credit terms
- Price lists & historical changes
- Marketing calendar
- Product list & ingredients
- Inventory history, stock-outs
- Promotion & campaign results

Estimated Deployment:

8-10 months