

What is Animis

Animis is an AI-driven sales platform that combines the power **of artificial intelligence** with **human expertise**. Animis transforms your work for long-lasting customer loyalty and sustainable revenue growth by improving every step of your sales process.

Animis combines the three most important AI functions:

1. AI as an Enabler:

- In-depth research of your potential customers,
- Analysis of the customer's stakeholders,
- Creation of customized customer messages.

2. AI as an Orchestrator:

- Coordinate your team competency by assembling the optimal mix of all individual skills to maximize sales opportunities.

3. AI for Performance Intelligence:

- Transparency of team engagement,
- thereby improving collaboration in creating highly personalized customer experiences.

How does Animis work?

Animis is an **AI-powered sales platform** that can be seamlessly integrated with many popular CRM systems or used as a standalone system.

Animis manages customers and sales opportunities throughout the entire sales cycle – from prospecting to customer development and managing sales opportunities.

However, Animis goes beyond the traditional by using AI to improve buyer and seller experiences, driving lasting revenue growth.

1. AI as an Enabler

Animis uses AI to empower your marketing team with insights, strategy suggestions, and personalized customer messages to drive better customer engagement.

Here's how it works:

- **Prospect or customer research:**

Your account manager, or anyone else on your marketing team, enters the name of a potential or existing customer. Within a very short period of time – usually within seconds – Animis delivers a detailed customer profile that includes:

- Industry and sector details,
 - Products and services,
 - Financial,
 - Business model,
 - important partners and locations.
- **Market analysis and customer message planning:**

Once a prospect or customer has been added, Animis automatically performs several analyses and operations:

 - **Creates market trends**
 - Industry trends,
 - regulatory and legal factors,
 - activities of competitors,
 - Market.
 - **Plans prospect/customer messages**
 - Personalized message plans that cover
 - commercial,
 - technical,
 - financial,
 - and operational

customer stakeholders and provide your marketing team with detailed insights to build trust and credibility with these individual decision-makers.
 - **Identifies *target* stakeholders (= individual contact persons)**

After that, Animis allows you to view a detailed breakdown of roles by function and hierarchy levels. From the executive floor to middle management.

The user can easily filter by roles, length of service, and country to quickly identify key decision-makers.
 - **Personalized messages:**

Now a comprehensive profile of a selected stakeholder can be displayed with background information, strategic goals and challenges.

Animis generates a selection of personalized messages for customer engagement.

These messages:

- provide insights that spark curiosity and challenge the status quo,
- support with case studies and field reports,
- contain references, such as credible third-party reports,
- are sent in a thoughtful order – usually one message per week over five weeks.

The members of your marketing team should then review and refine this news, **allowing human and artificial intelligence to work together.**

This approach has been proven to achieve **open rates of up to 34%** – a significant improvement over an industry average of **1-2%**.

Follow-up & Evaluation of Engagement:

Once sent, Animis tracks the results of the messages.

Customer responses are rated on a **scale of 1 (active detractor) to 5 (active advocate)** so that stakeholder sentiments can be gauged.

Human interpretations further refine the rating by interpreting nuances that an AI might miss.

2. AI as an Orchestrator

A unique feature of Animis is that it automatically coordinates the expertise of your marketing team by using a knowledge graph of your team's skills and experience. This includes:

- **Optimal team composition:**
Animis recommends the ideal team for each opportunity on your side, bringing together roles such as account managers, marketers, product specialists, inside and outside sales, account managers, and external partners to work together on customer engagement.
 - **Coordinated actions:**
The platform suggests the next best actions to each team member throughout the sales process. Your customer manager retains control over task assignment and flow management, ensuring a coordinated approach.
 - **Collaboration and mutual recognition:**
Your team can discuss tasks, share ideas, and innovate together. Individual entries are tracked and appreciated, promoting shared recognition and reward for high achievements.
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3. AI for Performance Intelligence

Animis provides a single view of the entire customer journey and provides performance information that can be used to further improve:

- **Comprehensive view:**
Every touchpoint with the stakeholders of your potential or existing customers is transparent. Each customer message can be tested for effectiveness to further promote customer advocacy.
 - **Team Performance Insights:**
Visibility into how your marketing team manages sales opportunities, completes tasks, and coordinates collaborative efforts.

This also allows your sales or company management to see what high-performing teams do better than low-performing teams.
 - **Targeted coaching:**
And thus your managers can close gaps between your high-performing and low-performing employees and teams.

Targeted coaching accelerates the development of high-performance teams, reforms performance management, and drives sustained revenue growth.
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Summary

Animis isn't just another CRM tool. The platform leverages the combined power of AI and human expertise to deliver highly personalized interaction and targeted execution at every stage of the sales process.

From comprehensive prospect research and personalized messaging to team coordination and outcome intelligence, Animis redefines how your business and marketing teams connect with your customers and drive success.