

# Data, Tech and AI in RevOps

**Dan Thompson**  
Kluster CEO

# Assumptions

Assumption 1

People don't fully know  
what RevOps is

Assumption 2

People don't fully know  
what AI is

Assumption 3

Leaders don't fully know  
what AI is

Assumption 4

Leaders know that  
AI drives efficiency

Assumption 5

Leaders tell RevOps:  
“tell me what AI to buy”

Assumption 6

# RevOps

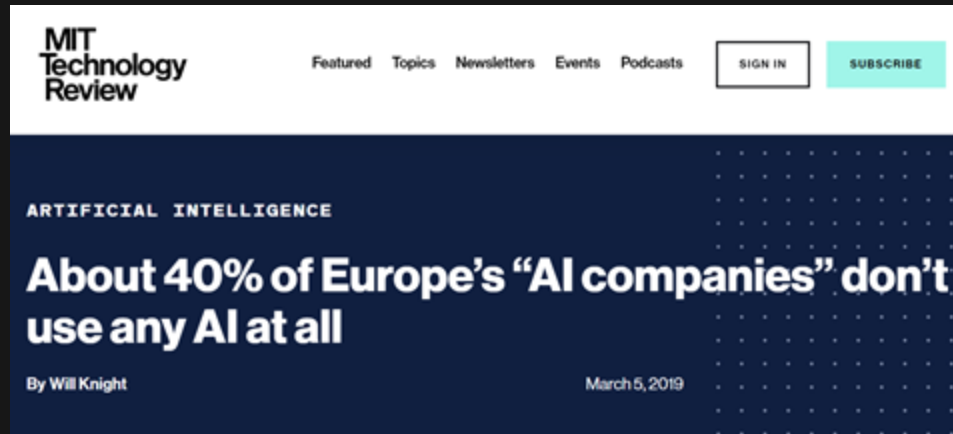
don't know what AI to buy



Assumption 7

# AI

# may not work or be real



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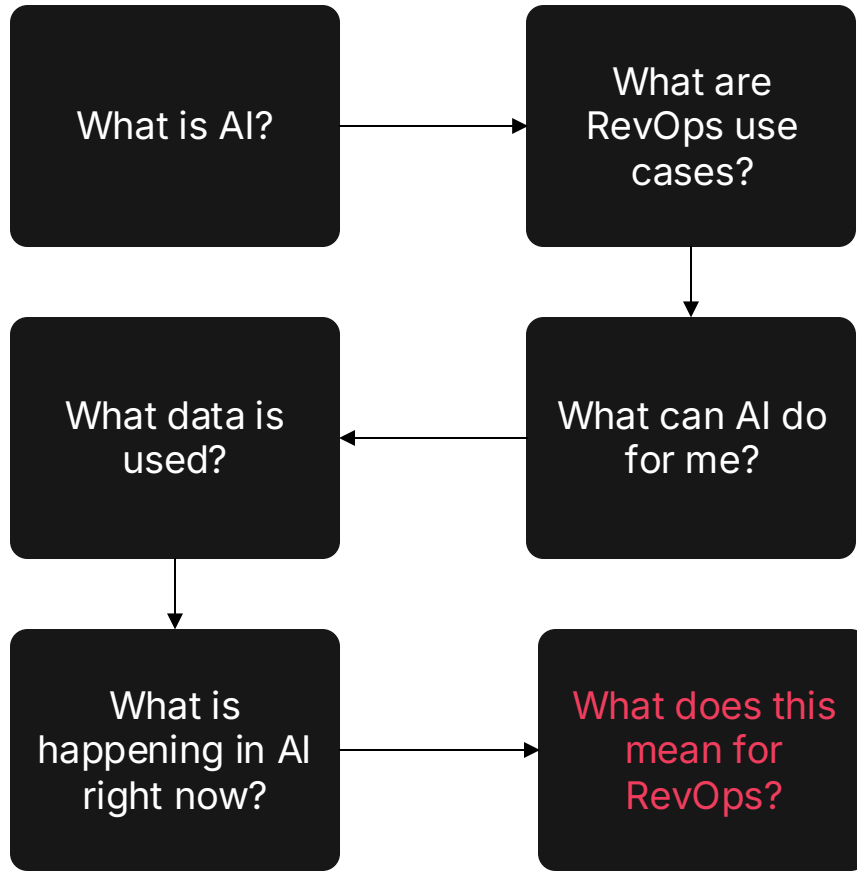
## About 40% of Europe's "AI companies" don't use any AI at all

By Will Knight

March 5, 2019

Therefore

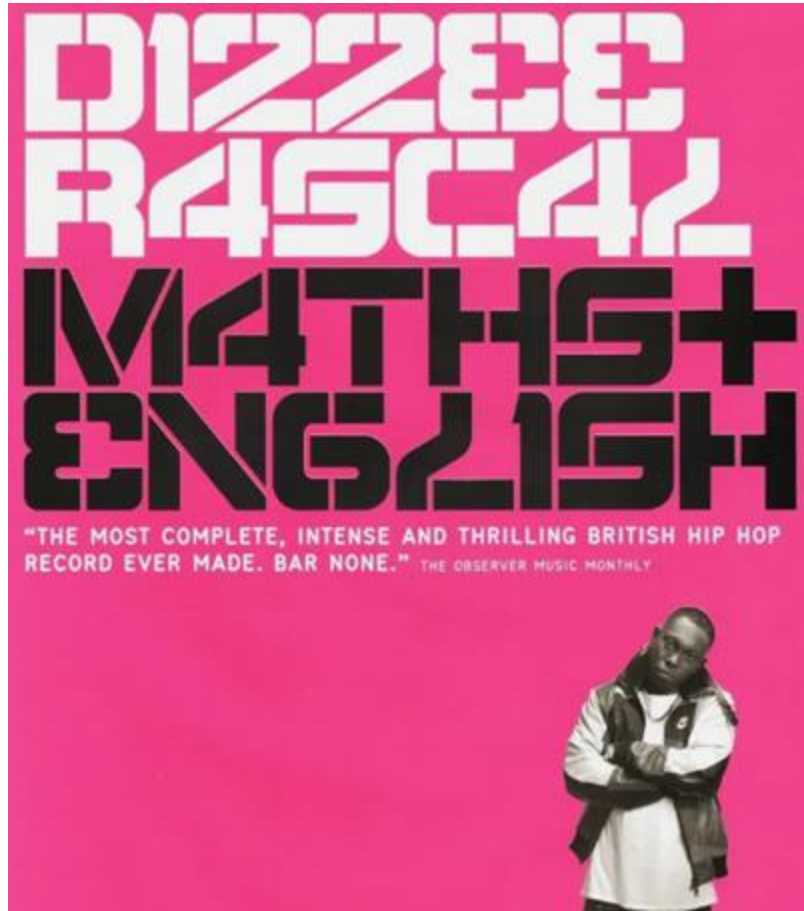
RevOps has a problem



# 1. What is AI?

A probabilistic method  
to predict an output  
using past data.

# 1. What is AI?



# 1. What is AI?

## Maths: predicting a number

Raw Data Input

rep	stage	industry
James	Stage 1	Tech
Jens	Stage 2	Finance
Joanna	Stage 3	Tech
Susannah	Stage 4	Finance

One-Hot Encoded Data

rep				stage				industry	
james	jens	joanna	susannah	1	2	3	4	tech	finance
1	0	0	0	1	0	0	0	1	0
0	1	0	0	0	1	0	0	0	1
0	0	1	0	0	0	1	0	1	0
0	0	0	1	0	0	0	1	0	1

Output

prediction
68%
21%
99%
51%

# 1. What is AI?

## English: predicting words

Raw Data Input

"I am just"



Raw Data Input

	circling back	walking my dog	there	is your name	...
I am just	90%	8%	1%	1%	0%
Hi	...	...	...	...	...
Hello	...	...	...	...	...
What	...	...	...	...	...
...	...	...	...	...	...

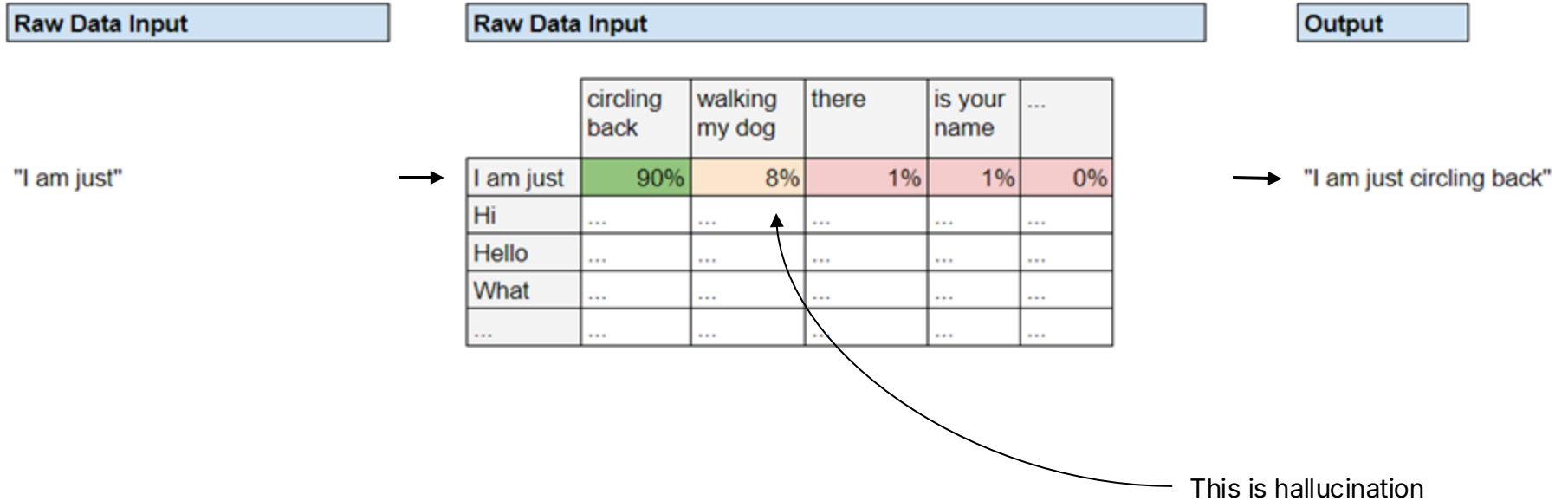


Output

"I am just circling back"

# 1. What is AI?

## English: predicting words





## 2. What are RevOps use cases?

### Maths

- Lead scoring
- Deal scoring
- Deal prediction
- Forecasting
- Stack ranking insights
- Stack ranking sales reps
- Lead routing
- CI insights
- ...

### English

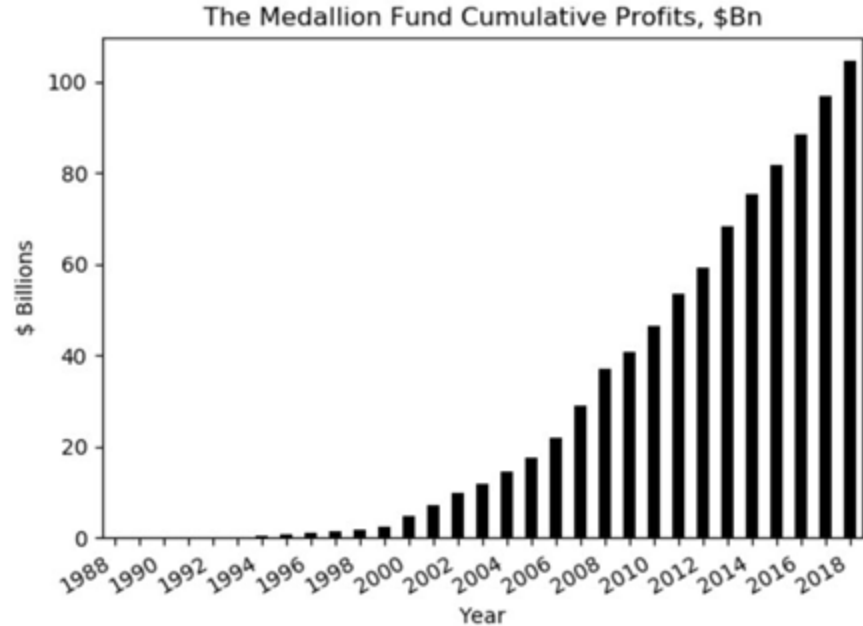
- Drafting emails
- Researching prospects
- Customer support
- CI insights
- Lead scoring prep
- Deal scoring prep
- Turning insight into action
- ...

# 3. What can AI do for me?

Give you an edge

Give you efficiency

# 3. What can AI do for me?

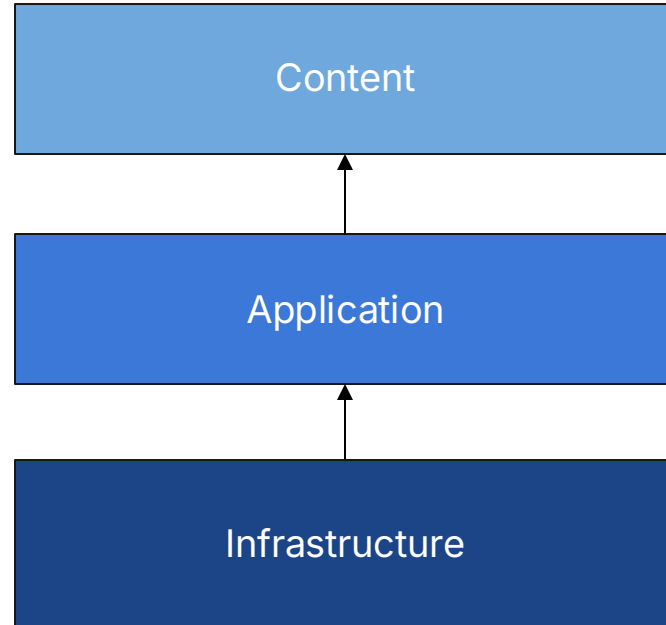


## 4. What data is used?

**Maths: mainly proprietary**

**English: mainly public**

# 5. What is happening in the AI market?



# 6. What does this mean for RevOps?

## Things you can't control

- Public data
- AI models

## Things you can control

- How fast you (or your vendors) adopt new AI models and public data
- Your proprietary data

# 6. What does this mean for RevOps?

## What you shouldn't do

- Buy AI for the sake of it

## What you should do

- Decide if you want an edge or efficiency
  - Tip: ask the exec
- Define it
- Find a solution for it

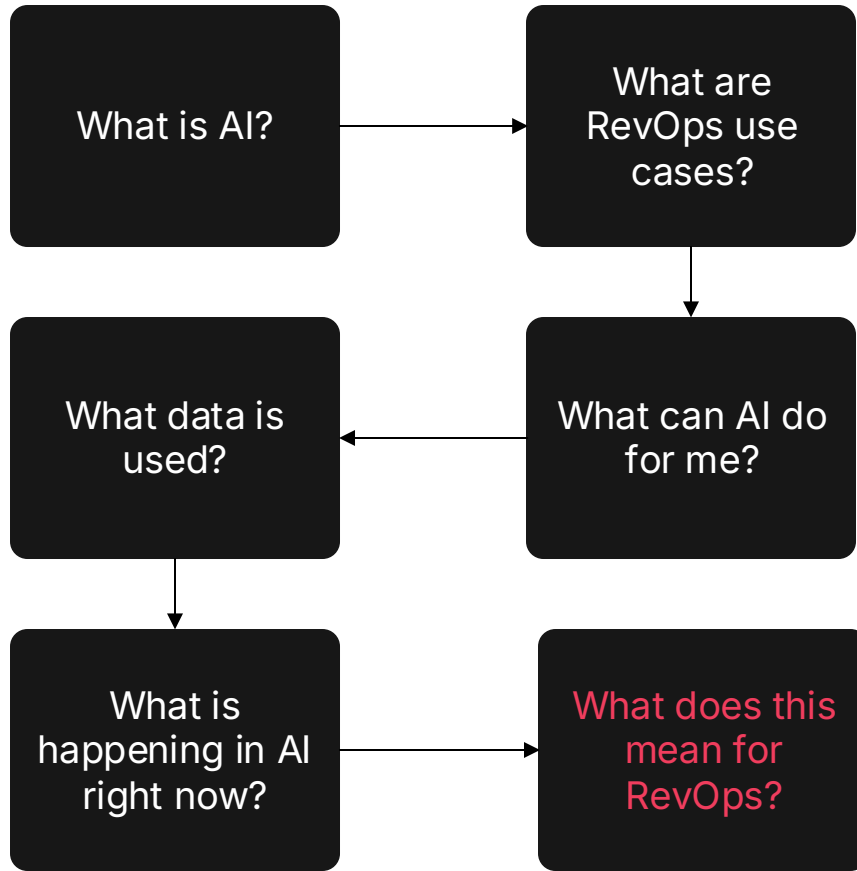
# 6. What does this mean for RevOps?

## How you should prepare

- Proprietary data
  - Don't worry too much about unstructured data
  - Keep structured clean and simple



But you haven't told me  
what AI to buy?



# Thank you

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in RevOps

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