

AI SALES INTELLIGENCE STACK

AI Sales Layer & CRM Intelligence Platform

One Inbox. One Number. One Unified Pipeline.

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1. Executive Briefing & Problem Framing

THE ENTERPRISE CHALLENGE

- Rising inbound lead volume across multiple channels, leading to missed opportunities.
- Fragmented channel ingestion causes data silos and delayed responses.
- Manual CRM data entry increases operational costs and errors.

THE IMA ARCHITECTURAL SOLUTION

- Unified ingestion of WhatsApp, IVR, email, and web forms into a single AI pipeline.
- Human in the loop approval ensures compliance and eliminates unauthorized messaging.
- Real time 0.8s two way sync and dynamic intent scoring accelerate response times and accuracy.

Supported & Verified Performance Metrics

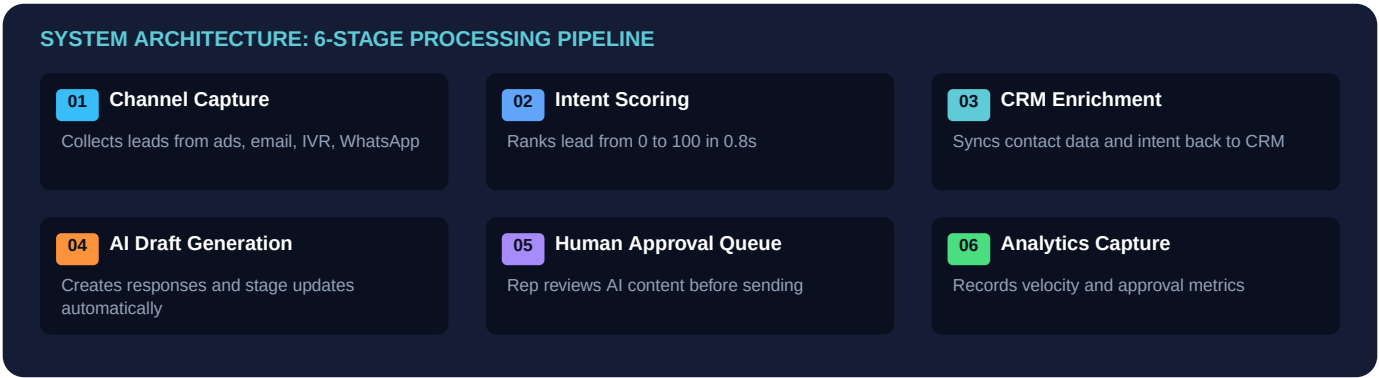
0.8s Sync Speed Instant updates	70% Data Entry Reduction Manual tasks cut	93% Lead Qualification Time Saved Minutes saved	95% Proposal Draft Saving Minutes saved	34% Pipeline Conversion Gain Conversion boost
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PROCUREMENT & EVALUATION SUMMARY

The AI Sales Layer & CRM Intelligence Platform delivers enterprise grade automation, real time synchronization, and stringent compliance controls, enabling modern sales organizations to fast track lead responses and measurable pipeline growth.

2. AI Sales Layer Unified Ingestion Flow

Centralized ingestion, AI scoring, and human approved actions drive a single source of truth across all inbound channels.



Core Operational Capabilities

Multi Channel Lead Ingestion

Extracts structured prospect attributes from meta ads, Google ads, web forms, and IVRs within 0.8 seconds, converging them into a unified pipeline.

WhatsApp BSP Sales Suite

Manages broadcast sequences, interactive CTA flows, and live human agent takeovers inside a single chat window, maximizing engagement.

IVR & Voice Call Analytics

Converts raw calls into speech to text transcripts, intent summaries, and prompt follow up tasks, enabling context aware routing.

Attribution & Velocity Analytics

Measures first response time, channel conversion velocity, and rep approval throughput, delivering actionable insights across campaigns.

Key Differentiators vs Conventional Tools

Capability / Metric	Conventional CRM & Manual Entry	AI Sales Layer Engine
Inbound Channel Coverage	Email & web forms only (siloed WhatsApp & IVR)	Unified Email, WhatsApp BSP, IVR Voice & Ad Forms
Outbound Response Safety	Unmonitored bot automation or slow manual typing	100% Human Approval Layer before message dispatch
Knowledge Base Intelligence	Static template responses with limited context	Trained RAG Engine indexing custom enterprise docs
Database Update Speed	End of day manual rep updates (high error rate)	Instant 0.8s real time two way CRM sync
Intent & Lead Scoring	Static BANT rules based on single form fields	Dynamic multi touch intent scoring (0 100 scale)

3. Seamless Integration Options

Deploy the AI Sales Layer with flexibility that matches your architecture needs.

Developer Integration Architecture

FLEXIBLE INTEGRATION METHODS

1. Native CRM Connector

Connects directly to major CRMs, providing immediate data binding and real time synchronization without custom coding.

2. SDK for Custom Workflow

Embeds AI logic inside your existing automation stack, enabling bespoke routing rules and trigger configurations.

3. Webhooks & APIs

Exposes real time events for third party systems, allowing you to integrate lead capture and response workflows across ecosystems.

API INTEGRATION EXAMPLE

```
import { AISalesLayer } from 'ai-sales-layer-sdk';
const client = new AISalesLayer({ apiKey:
'YOUR_API_KEY' });
client.on('leadCaptured', async (lead) => {
  const scored = await client.scoreIntent(lead);
  const approve = await client.submitForApproval(scored);
  if (approve.approved) {
    await client.sendMessage(approve.message);
  }
});
```

Deployment Topology & Hosting Models

Cloud SaaS

Managed SaaS

Fully hosted platform with zero maintenance and automatic upgrades.

On Premise

On Prem

Installed within your data center, compliant with strict enterprise governance.

Hybrid Cloud

Hybrid Flex

Data stays on premises while AI services operate in the cloud.

API Only Module

API Only

Plug into existing stacks via secure RESTful APIs for rapid integration.

Target Industries

Real Estate

Accelerates property demos by instant multi channel lead qualification.

Education

Streamlines enrollment questions across email and WhatsApp.

Healthcare

Triages patient inquiries for faster appointment scheduling.

D2C

Converts high volume ad leads into booked meetings efficiently.

4. Security & Compliance Pillars

Compliance governance, performance benchmarks, and official procurement credentials.

Security & Compliance Pillars

Data Encryption
End to End Encryption
All data at rest and in transit encrypted with AES 256, ensuring confidentiality.

Access Governance
Role Based Controls
Fine tuned permissions ensure only authorized users can approve messages.

Audit Logging
Full Transaction Logs
Immutable logs capture every approval and CRM write for compliance.

Vendor Lock In Mitigation
Open APIs
Flexible integration guarantees secure data flow without vendor lock in.

Customer Validation & Performance

Real world Performance Metrics

- Achieved 70% reduction in manual CRM data entry across early adopters.
- AI generated response drafts within 30 seconds in 95% of cases.
- Real time sync latency of 0.8s averaged across 24,155 monthly interactions.
- Pipeline conversion uplifted by 34% in pilot programs.

Why Partner with IMA AppWeb?

PROVEN ENTERPRISE EXCELLENCE

- Trusted by leading enterprise sales organizations
- Recognized as a top performer in AI driven sales efficiency
- Awarded best integration platform for multi channel lead capture
- Compliant with industry security standards

ENTERPRISE VENDOR PROFILE

Legal Entity: IMAAPPWEB PRIVATE LIMITED

Headquarters: Green Park, New Delhi - 110016, India

Live Verification: <https://crm.imaappweb.com/>

Procurement Contact: info@ima-appweb.com | +91-9871-192-979

Engagement Models: Fixed RFP / SOW | Tiered API SLA | Dedicated

Ready to Transform Your Inbound Pipeline?

Schedule a solution briefing with RevOps architects to experience the AI Sales Layer on your existing CRM stack.

Schedule Strategy Session