Incorporation.AI offers a range of AI solutions depending on the complexity from single purpose to multifunction and digital clones with AI.Factory for enterprises that want to harness the power of AI and their existing teams to succeed in today's Intelligence Revolution

# Customer Intent Prediction



This behavioural intent prediction has been the holy grail of business. It is predicting future sales by combining metrics - as previous sales, number of customers, and repeat purchases. It utilises existing data to predict consumer demands for the future. Customer intent is generally understood as the intention of driving a customer's purchasing journey. Essentially, it is the reason a customer chooses to interact with a brand.

## Benefits

- Increase Revenue
- Improve Sales Performance
- Boost Customer Engagement
- Reduce Cost

## Details

Customer Intent is often understood as buyer intent or the purpose or reason behind a statement or action as part of a customer's journey toward a purchase.

Understanding customer intent is key for organisations and business enterprises. Businesses can use artificial intelligence (AI) and machine learning (ML) to assess customer data from a variety of sources and use it to predict customer intent.



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