

### Introduction

Cognitive computing (also known as artificial intelligence or AI) will have an increasingly large impact on a wide range of industries and professions. Sales and marketing is no exception

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### Top Value Drivers for Cognitive Solutions

Marketing	Sales
1. Customer Satisfaction	1. Customer Satisfaction
2. Revenue Growth from large orders	2. Customer acquisition cost reduction
3. Customer Retention Improvement	3. Customer retention improvement
4. Revenue Growth from shorter Sales Cycles.	4. Revenue growth from larger orders
5. Customer acquisition cost reduction	5. Revenue growth from shorter sales cycle

The top five drivers for cognitive solutions. What CMOs and heads of Sales expect cognitive computing to deliver.



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