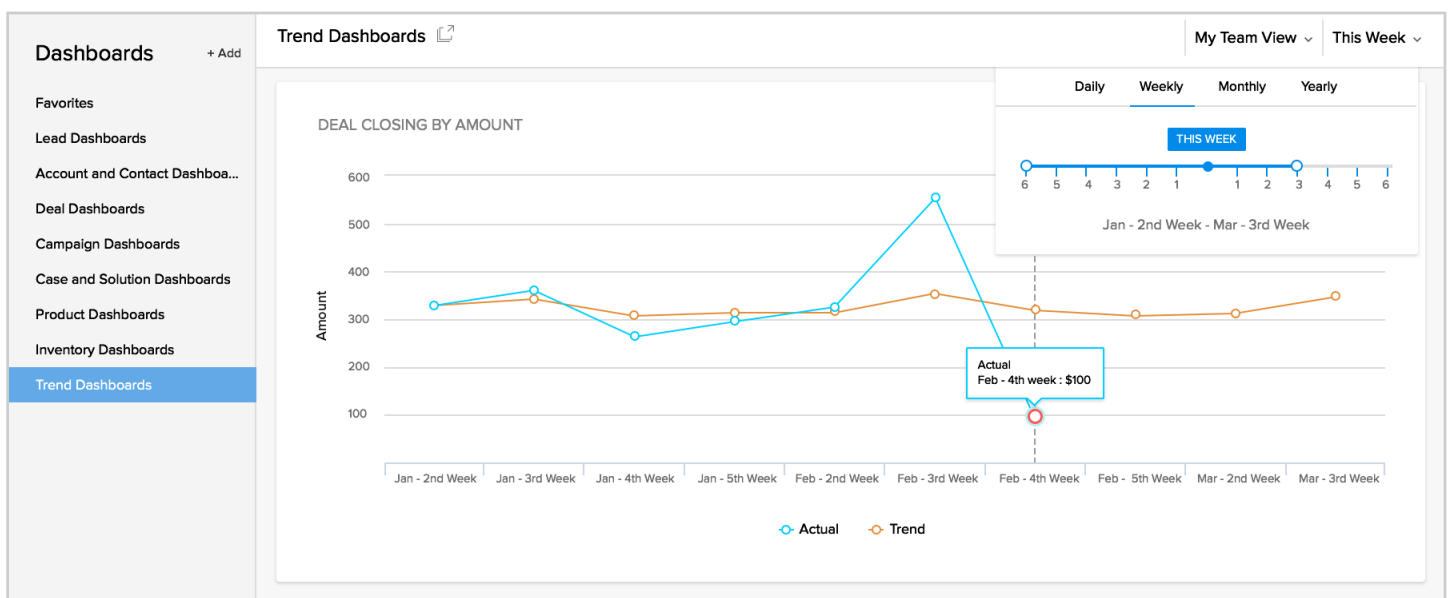# ZOHO CRM

Stay on top of your sales the easy way. Listen to Zia.

Zia is Zoho's AI powered sales assistant. She uses machine learning and data mining to provide timely alerts and insights on team performance thereby helping achieve targets and take care of problems before they happen. Zia does a great job of data interpretation with no inputs from anyone. In short, she helps you do your job a lot easily, just like a very resourceful employee.

Watch trends and get notified of anomalies.

You don't have to invest efforts in interpretations. Zia presents you with trend dashboards for all sales activities broken down into individual trend charts. Anomalies, which are deviations from the pattern are plotted on the graph. For ex, if Deal closure for the week falls short of the expected number, you will find it marked as an anomaly on the Deal Closure trend chart. You will also be notified via Zia notifications. One of the best things is that you get timely notifications, giving you the power to change the possibilities of a negative outcome. Zia can change your future.

Know the best time to contact prospects and customers.

Calling leads and emailing prospects can feel like shooting in the dark when responses are delayed. What if reps can make calls feeling fairly certain that they will be answered? Zoho CRM displays 'Best time to Contact' so that reps can do exactly that. Zia uses the information from the SalesSignals algorithm and built-in features that record the time stamp each time calls or emails are answered. What's more? The 'Best time to Contact' is not only displayed in the list view, but in multiple other places such as business card view and tasks, so that reps don't miss this crucial detail.

Improve efficiency with macro suggestion and workflow notifications.

Macros and workflow automation are designed to save time on routine tasks, yet it often happens that there are sales contexts that haven't been automated yet. Zia alerts reps on tasks that could be automated via macros. It also alerts reps if customers or prospects are about to receive the same email template twice, or if they are a part of two separate workflows whereby two emails are sent to the same person.

Q & A

1. Is Zia available as a tab in Zoho CRM?

Zia is accessible by clicking on the icon on the bottom right hand corner of your CRM window.

2. Is Zia available for all CRM editions?

Currently Zia is available only for the Enterprise edition.

3. Do Zia notifications appear in SalesSignals?

No, Zia notifications appear separately and are not a part of SalesSignals.

4.Do SalesSignals provide event reminders?

Yes, you can receive event, meeting and appointment reminders on integrating with products such as Eventbrite and Gotomeeting.

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