

MMC Challenge Puzzle

Map My Customers holds CRM data for dozens of enterprise customers. Many of these customers store accounts, contacts, deal and activity information in our system. We also permit the logging of data into 'custom fields'. These fields could hold nearly anything - examples include sales order information, customer preferences, notes on account visits, etc. You can login to our website (mapmycustomers.me) with the following account to get a feel for how the app is used:

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Please come up with 3 original ideas for how generative AI or machine learning algorithms of any kind might be used to provide value to our end users. Please provide one example for sales reps (goal: sell more), sales managers (goal: coach reps more easily, identify performance gaps), and leader (goal: higher profit, equitably distributed territories, insights into what is driving revenue achievement).