Athena 2.0

By: Haley Kitts June 30, 2020 Athena, General

Begin 2H 2020 with greater insight into your contacts and clients, and a sharper focus on where to invest your time. In addition to new ways to view and manage your contacts and more details about your contacts, Athena 2.0 delivers sales play recommendations to client reps. A new Athena home page and left navigation menu puts these new features at your fingertips.

Introducing Athena sales play recommendations

Note: While sales play recommendations will soon be available to all territory owning sellers, this MVP release presents recommendations only to client reps.

Increase lifetime value of a client

Athena and CSA leverage different analytical models to deliver recommendations. Powered by a model developed by CHQ Data Science & AI team, *Path to Life Time Value (PLTV)*, Athena sales play recommendations focus on expansion by prioritizing products in a way that increases the lifetime value of a client.

[>> Learn more about PLTV and the distinction between CSA and Athena recommendations](#)

View and save your top recommendations

Based on the PTLV model, Athena presents the 12 next best sales play recommendations at the Domestic Buying Group (BG) or Domestic Client ID (DC) levels. Each recommendation targets a specific account in your territory. You can save or remove a recommendation, in which case your list refreshes to present 12 recommendations again. Use the left navigation menu to access your saved recommendations anytime.

For each recommendation, you'll see:

- A description of the recommended sales play and link to the sales play content in Seismic
- Account information plus a link to CSA Client360 (parent level) where you can add an opportunity to Atlas
- The recommendation rationale, which includes the primary recommended product within the sales play, probability of purchase, and prior purchases and opportunities that influence the recommendation

Receive recommendation alerts

🔔 Weekly Alerts Digest

30 Jun 2020

Dear John Bergland

Here are your new alerts.

💡 **Top 3** sales play recommendations

☆ **1 new** interactions for contacts you follow

Sales play recommendations   [View details](#)

Project Growth - Identity Governance and Admin

Client: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮

IBM Cloud Infrastructure Services

Client: ▮▮▮▮▮▮▮▮

Project Growth - Messaging (IBM MQ and Event Streams)

Client: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮

Start your week with actionable insight based on data science. Client reps with a defined territory: Each Sunday, Athena will deliver the top 3 sales play recommendations, for your territory, right to your Inbox. (In a future release, you'll be able to set preferences for these notifications.)

[>> Learn more about Athena sales play recommendations](#)

[>> Learn more about Athena alerts](#)

Enhancements to Athena contacts

Easily view and manage a list of your favorite contacts

When you use Athena to find contacts, you have the option to follow those contacts who most interest you. Athena 2.0 includes a new page where you can view and manage this list of your favorite contacts. Simply update the list to ensure that you receive the [marketing interaction alerts](#) that you want to receive.

Get more details about your contacts

Country and Account ID. In addition to the account details provided in the [Athena May 22 release](), Athena 2.0 includes Country and Account ID attributes in the account summary. This provides context for the additional account details displayed.

Interactions timeline last refresh date. Additionally, for more transparency in the data Athena presents, you'll now see the date the marketing interactions timeline was last refreshed.

Guidance about how to update contact information

Based on feedback from users, the contact details page provides a path for updating contact information, using Atlas.

[>> Learn more about Athena contacts]()