

The AI Layer Your CRM Is Missing

The Problem: Reps lose 5+ hours a week on manual data entry. Managers run pipeline reviews on stale, self-reported data. Forecasts are built on optimism, not evidence.

The Fix: Clarion's AI engine, **Signal**, listens to every call, email, and meeting connected to a deal and updates your CRM automatically — stage, next steps, sentiment, competitive mentions, stakeholder changes — no manual logging required.

What You Get:

Capability	What It Means
Auto-updating pipeline	Deal stage reflects real activity, not the last manual edit
Risk flags	A ranked list of deals needing attention — not another dashboard to interpret
Zero-entry activity logging	Calls and emails attach to the right deal automatically
Call & conversation insights	Talk-time, objections, and competitor mentions surfaced without a full listen-back
Evidence-based forecasting	Roll-ups grounded in observed behavior, not rep sentiment

Who It's For: B2B sales and customer success teams (50–2,000 employees) running a modern CRM stack who are tired of pipeline data that's always a week behind reality.

Integrations: Works alongside the email, calendar, and dialer tools your team already uses. Deployed in days, not quarters.

Ready to get started?

Schedule a 15-minute
walkthrough at
clarion.com/demo

***"We cut our pipeline review from 90
minutes to 20 — and the forecast
got more accurate, not less."***

— Marcus Vance, VP of Sales, ApexFlow