



# aaseya

A YASH Technologies Company

# AGENTIC AI CRM FOR AUTONOMOUS REVENUE OPERATIONS

Beyond CRM. An AI System of Action  
for Sales, Service & Customer Growth.

## KEY PLATFORM CAPABILITIES



AI-Driven Revenue Operations



Customer Intelligence &  
Commercial Operations



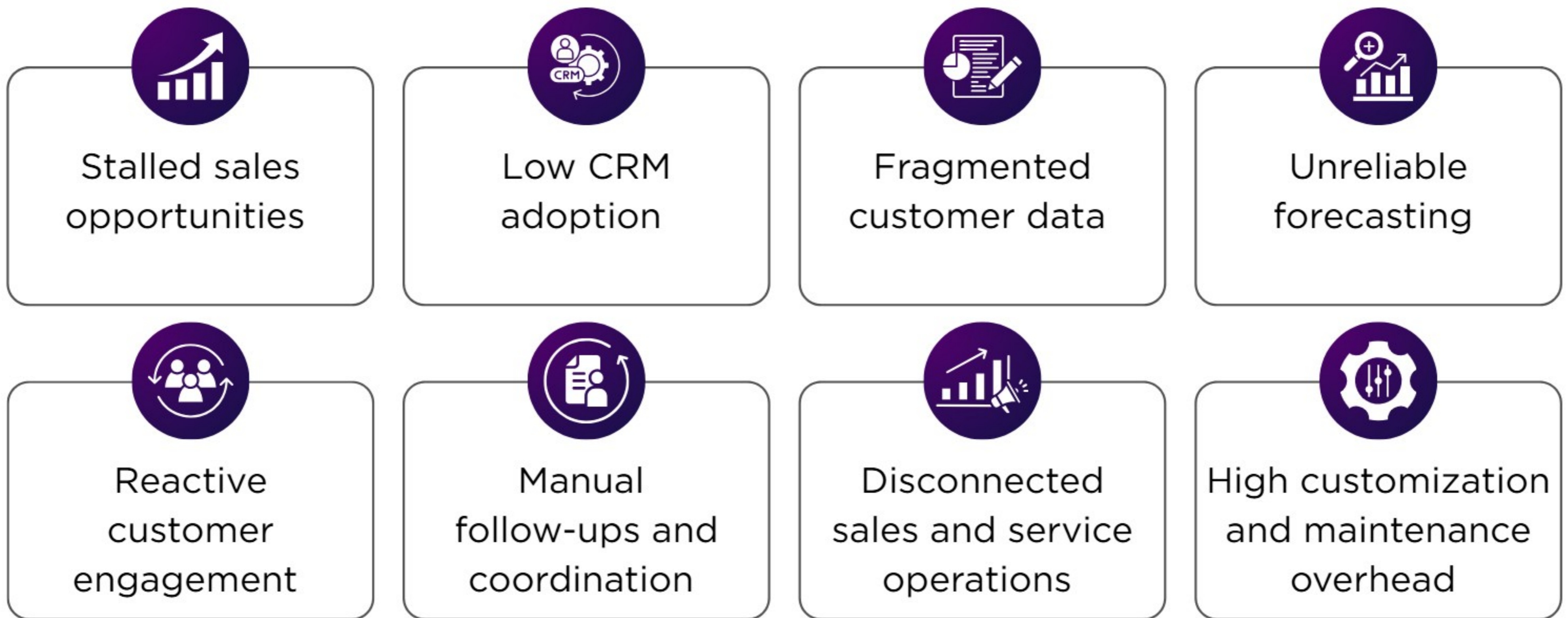
Enterprise Workflow Orchestration



Enterprise Integration & Scalability



# THE MODERN CRM CHALLENGE



# THE AASEYA CRM™ DIFFERENCE

From CRM System of Record → AI System of Action

Traditional CRM Platforms	Aaseya CRM™ Agentic AI Operations
Static customer records	➤ Autonomous customer engagement
Manual follow-ups	➤ AI-driven opportunity orchestration
Reactive account management	➤ Predictive growth intelligence
Human-only forecasting	➤ AI-assisted revenue governance
Delayed escalation handling	➤ Real-time AI coordination

# EMBEDDED AI REVENUE AGENTS



## BUSINESS OUTCOMES



## ENTERPRISE TRUST & RESPONSIBLE AI

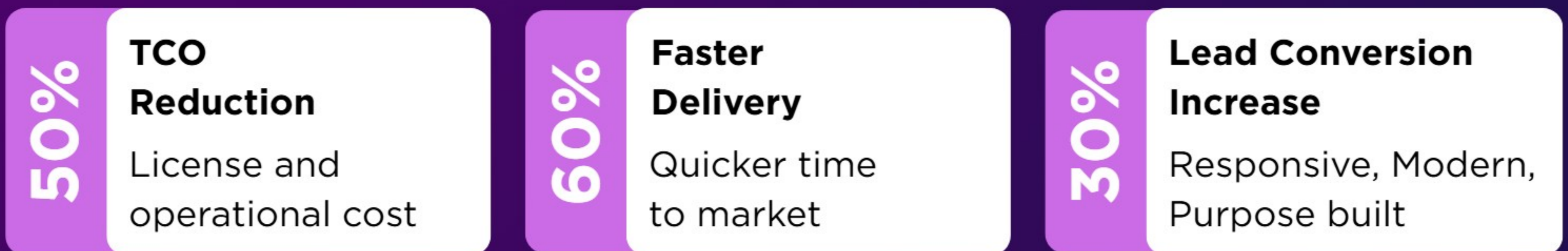
Aaseya CRM™ is built with enterprise-grade governance controls including:

Human-in-the-loop approvals	Explainable AI recommendations	Full audit trails
Role-based access controls	GDPR-ready architecture	Secure AI operations

## CASE STUDY

### TATA AIG Replaces Salesforce CRM With A Purpose-Built ODC Solution

Delivered in 10 Weeks | Lead, Opportunity & Campaign modules | Built with OutSystems + Aaseya



#### CHALLENGE

**Locked In With Rising Costs, Fragmented Data and Rigidity**

- Rising TCO with Salesforce licensing
- Limited agility for fast changing demands
- Difficulty scaling workflows for new LOBs
- Lengthy integration timelines

#### SOLUTION

**Purpose-Built, Modular, Enterprise-Grade CRM**

- Purpose-built CRM on OutSystems ODC
- Enhanced reusability and rapid delivery
- Dialer integration for real time engagement
- Automated lead routing and Customer 360
- Fully migrated in <3 months

#### IMPACT

**Agile Unified Customer Intelligence**

- Centralized customer 360
- 100% audit traceability and compliance
- Higher efficiency and faster iteration
- Foundation for AI-Driven insights
- Single source of truth

# WHY AASEYA?

2025 OutSystems Partner of  
the Year

180+ enterprise  
transformation programs

Expertise across BFSI,  
Healthcare, Manufacturing,  
Government, and Services

700+  
OutSystems  
certifications



4.8/5 customer satisfaction

Backed by  
YASH Technologies

## AASEYA CRM™

Transform CRM Into Autonomous Revenue Operations.

Move beyond traditional CRM systems with AI agents that continuously drive growth, engagement, retention, and operational intelligence.



**For more information contact:**  
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