

NEW MONEY |

ENTERPRISE SOFTWARE

ALL

# Tact Raises \$15 Million for AI Assistant for Salespeople

Tools for connecting to a rep's Salesforce and LinkedIn accounts

**By Tomio Geron**

Dec. 12, 2016 7:30 a.m. ET

Salespeople today work from their mobile devices more than ever before, but most customer relationship management applications were built during the web era.

Startup Tact enables salespeople to do their work on a mobile device, using artificial intelligence to assist in various tasks.

Tact has raised \$15 million in Series B financing led by Upfront Ventures. New investor Microsoft Ventures participated, along with existing investors Accel Partners and Redpoint Ventures. The company has raised about \$30 million in total.

Tact connects to a salesperson's Salesforce and LinkedIn accounts, as well as email and calendar.

Using Tact, after a sales meeting or call, salespeople get an automated mobile notification to record a voice note on the app, with next steps or follow up, and Tact routes the notes to Salesforce or other apps. Using Tact quickly can raise the likelihood of salespeople putting data into apps like Salesforce, said Chuck Ganapathi, founder and chief executive of Tact.

“(Salespeople) need mobile applications designed for mobile first,” said Mark Suster, managing partner at Upfront, who is joining Tact's board. “They need voice interaction in cars. They don't want to have to log into a heavy database.”

Salespeople can also ask the app a question, such as “What's my forecast this quarter?” and Tact will pull up the data on the app. They can also communicate with Tact via text

by asking, “Find Jerry Smith on LinkedIn,” and Tact will ask if they want to connect on LinkedIn.

While there are several personal assistant apps for consumer such as X.ai, Tact focuses on business, which makes it easier to focus on helping with the tasks that workers need to get done, said Mr. Ganapathi, who previously worked at Salesforce and Siebel.

“I wouldn’t be surprised if bots and AI have a lot more success in the enterprise for that reason,” he said. “You know the objectives of the human very clearly.”

**Write to** Tomio Geron at [tomio.geron@wsj.com](mailto:tomio.geron@wsj.com)

Copyright 2016 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com).