

Artificial Intelligence for Business Decisions and Transformation

Team Members:

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Develop Phase: Real-Time Sign Language Recognition System

1. Form Integration Teams:

- Identify members from IT, marketing, sales, and support who participated in the design phase and assign roles for overseeing integration tasks, troubleshooting, and training facilitation.

2. Implement Integration Tools:

- Set up real-time data pipelines between TensorFlow/OpenCV and CRM.
- Integrate customer support tools, email marketing platforms, and sales systems to allow for seamless data flow.
- Test API connections to confirm the accuracy and speed of data sharing between departments.

3. Conduct Training:

- Organize training sessions for marketing and sales on updated CRM functionalities for customer engagement and feedback tracking.
- Conduct workshops on AI tool integration for development and support teams, including training on dashboards for real-time updates.

4. Monitor Integration Progress:

- Set up automated monitoring to track CRM updates and customer engagement metrics.
- Schedule bi-weekly reviews to assess team feedback and make necessary adjustments.
- Address any identified data inconsistencies or communication lags between integrated systems.

5. Implement New CRM Modules (Specific to Sales and Marketing):

- Configure the CRM's customer interaction tracking for the Sign Language Recognition App and sales pipeline management.

- Deploy marketing automation for timely customer outreach upon new product updates.

6. Establish Feedback Mechanisms:

- Set up in-app feedback forms and post-integration surveys for departments.
- Implement a dashboard view to regularly monitor feedback metrics and adjust integration steps accordingly.