**Enrich Pipedrive's Organization Data with**

OpenAI GPT-4o & Notify it in Slack

What does this do?

* **Triggers on New Organizations:**  
  When a new organization is added in Pipedrive, the workflow kicks off automatically.
* **Scrapes the Organization’s Website:**  
  It uses ScrapingBee to fetch the homepage content from the organization’s website (pulled from a custom field in Pipedrive).
* **Generates a Summary with AI:**  
  The scraped HTML content is sent to OpenAI’s GPT-4o model, which analyzes the data to produce a concise summary. This summary highlights the company’s products or services, target market, key selling points, and even potential competitors.
* **Creates a Pipedrive Note:**  
  The AI-generated summary is then added as a note to the organization in Pipedrive, enriching its data with valuable insights.
* **Formats for Slack Notification:**  
  The HTML note is converted first to Markdown and then reformatted into Slack-friendly Markdown using custom code, ensuring the content looks great when shared.
* **Sends a Slack Alert:**  
  Finally, a Slack notification is sent to a designated channel, informing your team that a new enriched note has been added to Pipedrive.