DAYANANDA SAGAR COLLEGE OF ENGINEERING

(An Autonomous Institute Affiliated to VTU, Belagavi. Approved by AICTE & ISO 9001:2015 Certified)

DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-(560078)

Project Proposal on

Title:

AI-Driven Multilingual CRM Optimization for Enhanced Sales Efficiency for Neuvera Infotech

by

Dept of AI-ML, DSCE.

Abstract

This project develops an AI-driven multilingual bot to enhance CRM by automating tasks like lead categorization, customer outreach, and CRM updates. It streamlines sales processes, improves efficiency, and offers personalized engagement through actionable insights. The bot ensures real-time CRM updates, helping sales teams prioritize leads and make informed decisions to optimize CRM operations and boost sales productivity.

Executive Summary

This project proposal outlines the development of a multilingual AI bot to enhance **customer relationship management (CRM)** tasks by automating lead categorization, cold calling, and CRM updates. Leveraging **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF** for advanced natural language processing, the bot will analyze data from various sources to provide actionable insights. Integrated with Salesforce, it ensures real-time updates and personalized customer engagement. Key features include text and speech capabilities for natural multilingual interactions, workflow automation with tools like **Celery and Redis**, and scalable deployment using **Docker and GitHub** workflows. By streamlining processes, optimizing customer outreach, and enabling seamless business system integration, the project aims to revolutionize CRM operations and boost sales efficiency.

Introduction

In today's increasingly competitive and globalized business landscape, organizations face the critical challenge of maintaining strong and efficient customer relationships while catering to a diverse, multilingual audience. Traditional customer relationship management (CRM) processes often rely heavily on manual effort, which can lead to inefficiencies and limited scalability. To address these challenges, this project proposes the development of an innovative AI-driven multilingual bot capable of transforming CRM workflows. By leveraging state-of-the-art **natural language processing (NLP)** technologies, specifically **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF**, the system will automate key CRM tasks, such as lead categorization, cold calling, and real-time updates to CRM systems.

The multilingual bot is designed to analyze data from various sources using advanced NLP models, providing actionable insights for sales teams. With seamless integration into existing platforms, including Salesforce, the solution ensures accurate, real-time data processing and personalized customer engagement. Its sophisticated **Text-to-Speech (TTS)** and **Speech-to-Text (STT)** capabilities enable natural, multilingual communication, helping businesses connect effectively with a global audience.

Additionally, the bot introduces significant efficiency through workflow automation by employing tools like Celery and Redis. These technologies streamline repetitive tasks, such as follow-ups and CRM updates, freeing sales teams to focus on high-priority customer interactions. The deployment strategy, which utilizes **Docker and Kubernetes** workflows, ensures a scalable, consistent, and automated development pipeline, supporting smooth transitions across development, testing, and production environments.

This project not only addresses the growing need for **intelligent and scalable CRM** solutions but also empowers organizations to optimize their sales strategies, improve customer engagement, and achieve higher operational efficiency. By integrating **cutting-edge AI** with practical business applications, this multilingual bot is poised to revolutionize CRM processes and drive business growth in the modern era.

Scope of Work

Core AI Model Integration

- Use **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF** as the core model for all text, speech, and decision-making tasks.
- **Fine-tune** the model on domain-specific data, including sales communication patterns, lead scoring data, and **multilingual customer interactions.**
- **Replace** multiple specialized models (e.g., BERT, separate TTS/STT engines) with the **Nemotron model** to streamline processes and reduce computational overhead.

Lead Categorization

- Train the **Nemotron model** to perform real-time lead scoring and categorization using:
- **Customer interaction** data (emails, calls, chat logs).
- **Behavioral analytics** derived from website interactions and CRM data.
- Implement continuous learning pipelines for adaptive performance using **incremental updates** from new interactions.

Automated Speech and Text Processing

- **Text-to-Speech (TTS)**:
  - Leverage the model's advanced language generation capabilities to create dynamic, natural-sounding responses across multiple languages.
- **Speech-to-Text (STT)**:
  - Use built-in transcription capabilities for accurate, real-time conversion of spoken language to text.
- **Speech-Driven Interactions**:
  - Develop conversational AI systems capable of seamless transitions between text and speech, tailored for customer calls and multilingual support.

Advanced Call Automation

- Integrate APIs with Nemotron for:
  - Scalable outreach, **automating initial customer touchpoints** with personalized scripts.
  - Real-time analysis of **call transcripts** for sentiment detection and lead prioritization.
- Provide **post-call summaries** directly to the CRM with actionable insights for the sales team.

CRM Integration and Workflow Automation

- **Build integrations** to connect Nemotron with Salesforce for:
  - **Automatic logging** of customer interactions and updates to lead statuses.
  - Enhanced **tracking** of sales opportunities, follow-ups, and task reminders.
- Automate **repetitive workflows** (e.g., email follow-ups, scheduling) using the model’s multi-tasking capabilities.

Multilingual and Contextual Understanding

- Train the model to **handle multilingual interactions**, adapting seamlessly to regional languages and cultural nuances.
- Provide **context-aware responses** by combining conversational history and CRM data for better personalization.

Real-Time Data Insights and Reporting

- Use the model to generate **advanced analytics dashboards.**
- **Real-time performance metrics,** including customer sentiment and engagement levels.
- Predictive insights for sales forecasting and **customer behavior trends.**
- Offer intuitive visualizations for **decision-makers** to monitor progress and identify opportunities.

Deployment and Scalability

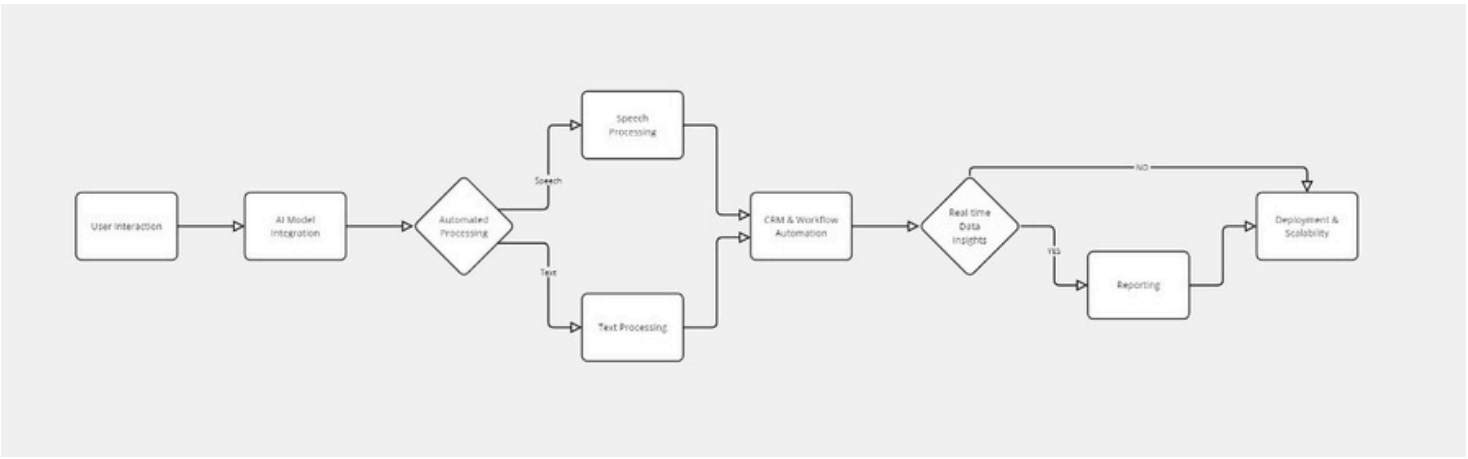
- Optimize the Nemotron model for deployment using **containerized environments (Docker) and CI/CD pipelines (GitHub Workflows).**
- Ensure scalability to support increasing user interactions, **larger datasets,** and complex workflows.
- Leverage cloud platforms like **AWS, Azure, or Google Cloud** to enable horizontal scaling of containers.
- Use **Kubernetes** or a container orchestration service to manage the scaling of containerized applications based on real-time demand, ensuring high availability and efficient **resource utilization**.

Competitor Analysis

- **Competitive Advantage:** Web Scraping & CRM Integration: Our solution uniquely combines real-time web scraping for deeper insights and seamless CRM integration, enhancing lead generation, segmentation, and workflow optimization, unlike competitors.
- **Customization:** Industry-Specific Tailoring: We offer customization based on industry needs (e.g., healthcare, retail), providing more relevant, optimized solutions compared to competitors' one-size-fits-all approaches.
- **AI Integration:** Cross-Platform Flexibility: Our bot integrates with multiple CRM platforms (Salesforce, HubSpot, Zoho), offering seamless cross-platform compatibility and greater flexibility, unlike competitors with limited CRM support.

Final Solution Overview

The solution streamlines the sales process, improves conversion rates, and enhances customer experience, directly contributing to increased revenue and operational efficiency. By leveraging cutting-edge AI technology, the system future-proofs the organization against evolving market demands and competition.



System Architecture

- **User Interaction:** The process begins with user interaction, which could include speaking or typing in information.
- **AI Model Integration:** An appropriate AI model, specifically trained for the task at hand, is integrated into the system. This model is chosen based on the type of data and the desired outcome.
- **Automated Processing:** The integrated AI model automatically processes the input data from the user. This processing can take various forms, such as:
  - **Speech Processing:** If the user provides speech input, the AI model analyzes and interprets the spoken words.
  - **Text Processing:** If the user provides text input, the AI model processes and analyzes the text to extract meaning.
- **CRM & Workflow Automation:** The processed data is used to drive automation within a CRM system and streamline various workflows. This can include tasks such as:
  - **Customer Service Automation:** Automating responses to customer inquiries based on their interaction.
  - **Task Management:** Automating task assignment and scheduling based on real-time insights.
- **Real-time Data Insights:** The AI model continuously analyzes the processed data to generate real-time insights. These insights could be:
  - **Predictive Analytics:** Forecasting future trends or behaviors based on patterns in the data.
  - **Personalized Recommendations:** Suggesting relevant products or services based on user data.
- **Reporting:** The generated real-time insights are used to create comprehensive reports. These reports provide a clear understanding of the processed data, highlighting key trends and areas for improvement.
- **Deployment & Scalability:** The entire system is designed to be deployed and scaled efficiently. This ensures that the system can handle increasing volumes of data and user interactions without compromising performance.

This system architecture demonstrates the power of AI in automating tasks, generating insights, and optimizing workflows, ultimately leading to more efficient operations and better decision-making.

Project Deliverables

Documentation:

- **Comprehensive System Documentation:** Detailed explanation of the architecture, **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF** model integration, **CRM** workflows, and AI bot functionalities.
- **User Manual:** Step-by-step guides for **sales teams and administrators** to interact with the AI bot effectively.
- **API Documentation:** Technical details for developers to integrate the **AI bot** with external systems and applications.

Functional Prototype:

- **Unified AI Model:** Integration of NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF to handle multilingual conversations, lead scoring, and text-to-speech/speech-to-text interactions.
- **CRM Integration:** Seamless updates and synchronization with Salesforce, improving lead tracking and sales workflows.

Implementation Phases and Timeline

Phase 1: Development and Initial Testing

- **Description:** Build the core AI functionalities, including speech and text processing, lead categorization, and CRM automation. Conduct unit testing and fix any system bugs.
- **Duration:** 2 Months

Phase 2: Prototype Development & Evaluation

- Create a functional prototype incorporating multilingual capabilities, advanced analytics, and CRM integration. Conduct user testing sessions to refine the AI bot's usability and performance.
- **Duration:** 2 Months

Phase 3: Final Adjustments & Deployment

- **Description:** Implement final changes based on user feedback during the prototype phase.Deploy the AI bot to a live environment and provide training and ongoing support to users.
- **Duration:** 2 Months

Tech Stack Used

Programming Languages: Python, JavaScript

AI Frameworks: TensorFlow, PyTorch

Libraries: NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF, Hugging Face Transformers

CRM Integration: Salesforce API, HubSpot API

Cloud Services: AWS, Google Cloud Platform

Database: PostgreSQL, MongoDB

Version Control: Git, GitHub

CI/CD: Jenkins, GitHub Actions, Docker, Kubernetes

Performance: Celery,Redis, Load Balancers, CDn

Technical Detail

Multilingual Capabilities

Language Detection:

- **Models**: Leverages advanced language detection models, such as **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF**, to automatically identify and adapt to a customer's language preferences.
- **Tools**: The project uses tools like Hugging Face, Langdetect, FastText, TensorFlow, PyTorch, Scikit-learn, XGBoost, LightGBM, SpeechRecognition, and Google Text-to-Speech.

Text and Speech Processing:

Models:

- **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF**: Unified model for processing multilingual text, generating contextual responses, and maintaining conversational coherence.
- **mBERT (Multilingual BERT)**: Used for supplementary multilingual text analysis, where necessary.

Text-to-Speech (TTS) and Speech-to-Text (STT):

- **TTS**: Integration with **Google Text-to-Speech or Amazon Polly** for natural voice output during customer interactions.
- **STT**: Leverages **Google Speech-to-Text** or **IBM Watson** to transcribe customers' voice inputs into actionable text.

CRM Automation

Data Automation:

For handling natural language understanding, multilingual processing, and generating human-like responses:

- **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF**: A large language model suitable for multilingual conversational AI. This model combines text understanding, contextual reasoning, and language generation capabilities.
- Alternatives:
  - **ChatGPT API (GPT-4):** For general conversational AI tasks.
  - **mBERT or XLM-R:** For multilingual understanding and processing tasks.

Lead Prioritization:

Machine Learning Models:

- **Gradient Boosted Decision Trees (e.g., XGBoost, LightGBM):** Used for ranking and scoring leads efficiently based on customer attributes and interaction data.
- **Random Forest:** Employed for classifying and prioritizing leads using structured CRM data to optimize sales outreach.

Cost Breakdown

Development Costs: The development phase is a significant part of the project budget, covering design, software development, and integration tasks. The key initial steps are designing user-friendly interfaces and creating a scalable, multilingual architecture. Software development involves coding functional AI models for tasks like intent recognition, sentiment analysis, and conversation management. Costs are associated with training these models, requiring labelled data, and computational resources. Integration with existing databases, CRM systems, and APIs adds complexity, necessitating robust API development and compatibility checks. Skilled personnel, including AI/ML experts and software engineers, are essential for success. Additionally, costs include maintaining and optimizing AI performance for real-world applications, ensuring seamless operation in sales workflows.

Testing Costs: After development, comprehensive testing is crucial to ensure the system's functionality, reliability, and readiness for deployment. Testing costs include **quality assurance (QA)**, **user acceptance testing (UAT)**, and bug fixing. QA involves systematically identifying and resolving defects to ensure the system aligns with specified requirements. UAT engages end-users to validate that the solution meets their needs and expectations, providing critical feedback for final adjustments. This phase minimizes post-launch risks by addressing potential issues early, thereby preventing additional costs and ensuring user satisfaction. Adequate financial allocation for testing is essential to deliver a polished, reliable product.

Deployment Costs: The deployment phase encompasses setting up infrastructure, migrating data, and training end-users to utilize the system effectively. Infrastructure costs include server configurations, cloud service subscriptions, and implementing robust security measures to safeguard sensitive customer information. Data migration requires meticulous planning and execution to ensure data integrity during the transition. Training expenses are essential to provide staff with the skills and knowledge to maximize the system's potential. Proper investment in this phase ensures smooth system adoption, minimizes operational disruptions and enhances overall efficiency during the transition to the new CRM platform.

Payment Schedule

The payment schedule is strategically designed to align with project milestones, ensuring that both the client and the development team maintain a clear understanding of financial commitments throughout the project.

- **50% Upfront Payment**: This initial payment is crucial for kickstarting the project. It provides the necessary funds to cover preliminary development costs, including planning and design activities. By securing a substantial upfront payment, the development team can allocate resources efficiently and begin work without financial constraints.
- **25% Post-Prototype Payment:** Once the prototype is delivered, a second payment of 25% is due. This payment serves as a milestone marker, ensuring that the project is progressing according to the agreed timeline and specifications. The delivery of the prototype allows the client to evaluate the initial output, providing an opportunity for feedback and adjustments before moving to the final stages of development.

- **25% Final Payment:** The final 25% payment is made upon successful delivery of the complete system, including all necessary documentation and support materials. This payment ensures that the client is satisfied with the final product and that all contractual obligations have been met. It also incentivizes the development team to maintain high standards throughout the project, as their final compensation is contingent upon the successful deployment of the system.

Potential Risks

Integration Challenges:

- **Description:** Integrating the multilingual AI bot with existing CRM systems, such as Salesforce, may involve compatibility issues, data structure mismatches, and the need for custom development to align with existing workflows and APIs.
- **Impact:** Failure to address these challenges could lead to deployment delays, increased costs, and data inconsistencies, potentially disrupting CRM operations and reducing the effectiveness of the bot, impacting its overall value and user adoption.

Data Privacy:

- **Description:** The AI bot will process sensitive customer data during interactions and CRM updates, necessitating strict adherence to data privacy laws such as GDPR and CCPA. Secure methods for data storage, transmission, and processing are essential to safeguard customer privacy and ensure compliance with these regulations.
- **Impact:** Non-compliance with data privacy regulations could lead to legal penalties, financial fines, and damage to the organization's reputation. Moreover, data breaches could undermine customer trust, disrupt business operations, and negatively affect the bot's functionality, adoption, and overall effectiveness.

Model Accuracy:

- **Description:** The AI bot's effectiveness depends on the accuracy of models like **NVIDIA/Llama-3.1-Nemotron-70B-Instruct-HF** for lead categorization and CRM updates. Continuous training and fine-tuning are essential to ensure the models maintain high accuracy with diverse data inputs.
- **Impact:** Low accuracy can lead to incorrect lead classification and poor customer interactions, affecting sales and CRM performance. This can reduce user adoption, ROI, and overall effectiveness of the bot in achieving business goals.

Mitigation Strategies

Pre-Integration Testing:

- **Strategy**: To minimize integration risks, conducting thorough pre-integration testing is crucial. This ensures the AI bot is compatible with the existing CRM systems and APIs, and helps identify potential issues before full-scale deployment. Testing should focus on data flow, system interoperability, and performance under real-world conditions.
- **Implementation Steps:**
  - **Test Environment Setup**: Create a dedicated testing environment that mirrors the production environment to simulate real-world integration scenarios.

- **API Compatibility Check**: Verify that the bot integrates seamlessly with the CRM system (e.g., Salesforce) and other tools like Celery and Redis.
- **Data Mapping and Flow Tests**: Ensure data is accurately mapped between the bot and CRM system, with proper handling of customer data.
- **Performance Testing**: Simulate high volumes of data and user interactions to ensure the system performs effectively under load.
- **User Acceptance Testing (UAT)**: Engage end-users to test the bot's functionalities and gather feedback on its performance and usability before full deployment.

Privacy Compliance:

- **Strategy:** Data Protection: Implement robust security measures to ensure customer data is encrypted, stored securely, and accessed only by authorized personnel, in line with GDPR and other relevant privacy regulations.
- **Implementation Steps:**
  - **Consent Management:** Integrate an easy-to-use consent management system to collect, manage, and record user consent for data usage.
  - **Anonymization & Data Minimization:** Apply data anonymization techniques and collect only the essential data required for operations, minimizing risk of non-compliance.
  - **Regular Audits:** Conduct periodic audits and assessments to ensure compliance with privacy laws, addressing potential vulnerabilities and updating policies as needed.

Continuous Model Optimization:

- **Strategy:** Performance Monitoring: Continuously track and assess model performance using key metrics (accuracy, response time, etc.), ensuring the AI system evolves to meet user expectations and business needs.
- **Implementation Steps:**
  - **Data Feedback Loop**: Incorporate feedback from real-world interactions to retrain and refine the model, improving its accuracy and adaptability over time.
  - **A/B Testing**: Regularly perform A/B testing on model variations to identify the most effective approaches and implement improvements.
  - **Model Updates**: Periodically update models with new data, ensuring that the system remains relevant and performs optimally in changing market conditions.

Category	Details
Development Costs	Software design, coding, and integration with existing systems. **User-friendly interface design, API development** and system compatibility checks.
Testing Costs	**Quality Assurance (QA)** processes. **User Acceptance Testing (UAT), Bug fixing** and adjustments based on feedback.
Deployment Costs	**Infrastructure setup** (servers, cloud services). Data migration to ensure integrity. User training for effective system use.
Payment schedule	**50% Upfront Payment:** Initiates project; covers planning & design costs. **25% Post-Prototype Payment:** Paid upon prototype delivery **25% Final Payment:** Paid upon system delivery and documentation handover.

Key Performance Indicators (KPIs)

1.Technological Metrics

- **Language Detection Accuracy:** Evaluate the AI system's ability to accurately identify and adapt to the language of user input, ensuring smooth multilingual interactions.
- **Response Time:** Track the speed of AI-generated responses, aiming for rapid and seamless communication to enhance user experience and engagement.
- **Sentiment Analysis Accuracy:** Assess the AI's ability to correctly gauge user emotions during interactions to personalize responses effectively.

2.Business Metrics

- **Customer Satisfaction:** Track user feedback through surveys, ratings, and interactions to gauge how well the AI bot meets customer needs and expectations.
- **Cost Savings:** Calculate reductions in operational costs due to automation of customer interactions, including savings from reduced manual work and improved efficiency in CRM tasks.
- **Lead Conversion Rates:** Analyze how effectively the AI bot helps convert leads into sales by scoring and prioritizing leads, automating follow-up processes, and providing insights into customer behavior.
- **Customer Retention Rates:** Measure the ability to maintain relationships with existing customers through effective follow-ups and personalized interactions.
- **Call Success Rate:** Monitor the percentage of cold calls that result in meaningful engagement, such as lead qualification or follow-up scheduling.

Ethical Considerations:

1.Transparency

- **Clear Communication:** Ensure that users understand when they are interacting with AI rather than a human. This includes disclosing the capabilities and limitations of the AI system.

2.Privacy

- **GDPR Compliance:** Comply with data protection laws such as GDPR by ensuring customer data is collected and processed only with proper consent. Implement safeguards to handle data securely and respect user privacy.
- **Secure Data Storage:** Protect sensitive customer information and interactions using robust encryption and secure cloud infrastructure, preventing unauthorized access.

3.Inclusivity

- **Accessible Design:** Design the AI system to accommodate people with varying abilities, offering both voice and text support in multiple languages. Ensure compatibility to make the system user-friendly for all.
- **Unbiased Performance:** Minimize biases in the AI models by training them on diverse and representative datasets. This ensures fair and equitable interactions with all users, regardless of their background, or language.

These sections provide a comprehensive yet concise view of how success will be measured (KPIs) and the ethical considerations that must be addressed throughout the development and deployment of the AI system.

Value Proposition:

The Multilingual AI Bot is designed to transform our approach to customer engagement by autonomously scraping relevant data from websites and managing customer interactions across various platforms in multiple languages. Utilizing **state-of-the-art natural language processing (NLP)** and machine learning algorithms, this bot will be capable of understanding and responding to customer inquiries in real time, whether through text or speech. This dual capability ensures that we can cater to a diverse clientele, providing personalized and efficient customer service that meets the needs of our global audience. By enhancing the customer experience, we not only foster loyalty but also drive repeat business and referrals, ultimately contributing to revenue growth.

Strategic Alignment:

This project aligns seamlessly with our organizational goals of enhancing customer experience, improving operational efficiency, and expanding our market reach. In an increasingly globalized marketplace, offering multilingual support is not just an advantage but a necessity. By implementing this bot, we demonstrate our commitment to inclusivity and customer-centricity, which are core values of our brand. Additionally, the bot's data scraping capabilities will allow us to gather critical market intelligence and customer insights, informing our marketing strategies and product development. This data-driven approach will enable us to anticipate customer needs, adapt to changing market trends, and maintain a competitive edge.

Expected Outcomes:

We anticipate a range of significant benefits from the implementation of the Multilingual AI Bot: Increased Customer Engagement: By providing 24/7 support and enabling real-time interactions in multiple languages, the bot will significantly enhance customer satisfaction. Customers will appreciate the ability to communicate in their preferred language, leading to improved engagement and a more positive brand perception.

Cost Efficiency: Automating routine inquiries and data management tasks will lead to substantial labour **cost savings**. Our sales and relations managers will be able to focus on high-value activities, such as building relationships and closing deals, rather than spending time on repetitive tasks. This shift in focus will not only improve productivity but also drive higher revenue.

Data-Driven Insights: The bot will collect and **analyze data** from **customer interactions**, providing valuable insights into customer preferences, behaviours, and pain points. This information will inform our marketing strategies and product development initiatives, allowing us to tailor our offerings to better meet customer needs and capitalize on emerging trends.

Competitive Advantage: Implementing a **Multilingual AI bot** will set us apart from competitors who may not offer similar capabilities. This innovation will attract new customers who value personalized support and enhance our reputation as a leader in customer-centric solutions. By being at the forefront of technology, we can position ourselves as industry pioneers, further solidifying our market presence.

Call to Action: In conclusion, we strongly urge the approval and investment in the **Multilingual AI Bot** project. This initiative represents a critical step towards enhancing our customer engagement strategy and achieving our organizational objectives. By embracing this innovative solution, we can not only meet current customer expectations but also set the stage for long-term success in an increasingly competitive marketplace.

Investing in the **Multilingual AI Bot** is not just about adopting new technology; it's about transforming our business operations, enhancing our customer relationships, and positioning ourselves for future growth. We have a unique opportunity to leverage this technology to create a more efficient, effective, and customer-focused organization. Let's take this bold step together and invest in a solution that promises to deliver substantial returns and set us apart in our industry. Your approval and support are crucial to making this vision a reality. Thank you for considering this transformative initiative.

Supporting documents

- **Topic**- NLP and ML-Based Solution for Cold Start in Collaborative Filtering
  Link - https://www.mdpi.com/2079-9292/13/21/4331
- **Topic** - Gong.io: AI-Driven Sales Call Analysis
  Link - https://ieeexplore.ieee.org/documen
- **Topic** - Conversica: AI for Automated Lead Engagement
  Link - https://www.trellus.ai/post/the-complete-guide-to-ai-in-sales-cold-calling
- **Topic**- AI-Powered Sales Conversations by Chorus.ai
  Link - https://arxiv.org/abs/2311.08538
- **Topic** - Balto's Real-Time AI Guidance
  Link - **https://sales-mind.ai/**
- **Topic** - AI Dialer for Personalized Voicemail Drops
  Link - https://www.regie.ai/
- **Topic** - Predictive Analytics in Sales by InsideSales
  Link - https://www.trellus.ai/
- **Topic** - Improvement of Customer Service Through AI Chatbot Implementation
  Link - https://arxiv.org/abs/2207.10573