



**Applied AI**  
Intelligence Delivered



**AI Based Sales Assistant that uses NLP and ML models to make sure no lead is lost and to improve sales performance.**

## **Our Client - 7Targets An AI Sales Assistant**

7Targets is a leading sales tech platform focused on sales efficiency and productivity using its patented AI based lead nurturing solution. 7Targets has chosen to work with Applied AI consulting to build this natural language solution to write emails, intelligent follow-up on leads, and read email responses.

### **Customer challenge**

Being an email-based AI Assistant, 7Targets wanted to ensure that a scalable and working solution is created to write, send, receive and read emails. The received email is read and classified and entities extracted. So that further action can be taken by the assistant. Based on the classification, it could be a lead asking for Meeting, or asking to get in touch after 3 months, or requesting to stop sending more emails, etc.

### **Some listed challenges and goals of the engagement are as below:**

- ☐ Ability to send emails evenly distributed over time to avoid sudden spikes.
- ☐ Ability to read the email received and decide the next action to be taken by the 'AI Sales Assistant' after proper categorization of the received email.
- ☐ Extract entities like date, phone number, title, etc from the email received.





# AAIC Resolving 7Targets Challenges and Helping it Go Serverless

## Applied AI Consulting worked on a solution

-  To create the step functions (state machines process-lead, process lead-response, etc) with various lambda functions for each step.
-  Where the received email is accepted in the s3 bucket using SES.
-  Process the received response and categorize based on sentiment and certain properties available in the response like date, phone number, etc.
-  Handle any bounce and complaint email responses too.

## Use of 3rd Party Applications

-  Debounce and Zerobounce API are used to validate the emails of each lead. This is the first step in the process-lead step function.
-  3rd party CRM like Hubspot and ZohoCRM is used and the 7Targets AI Assistant solution interacts with those solutions

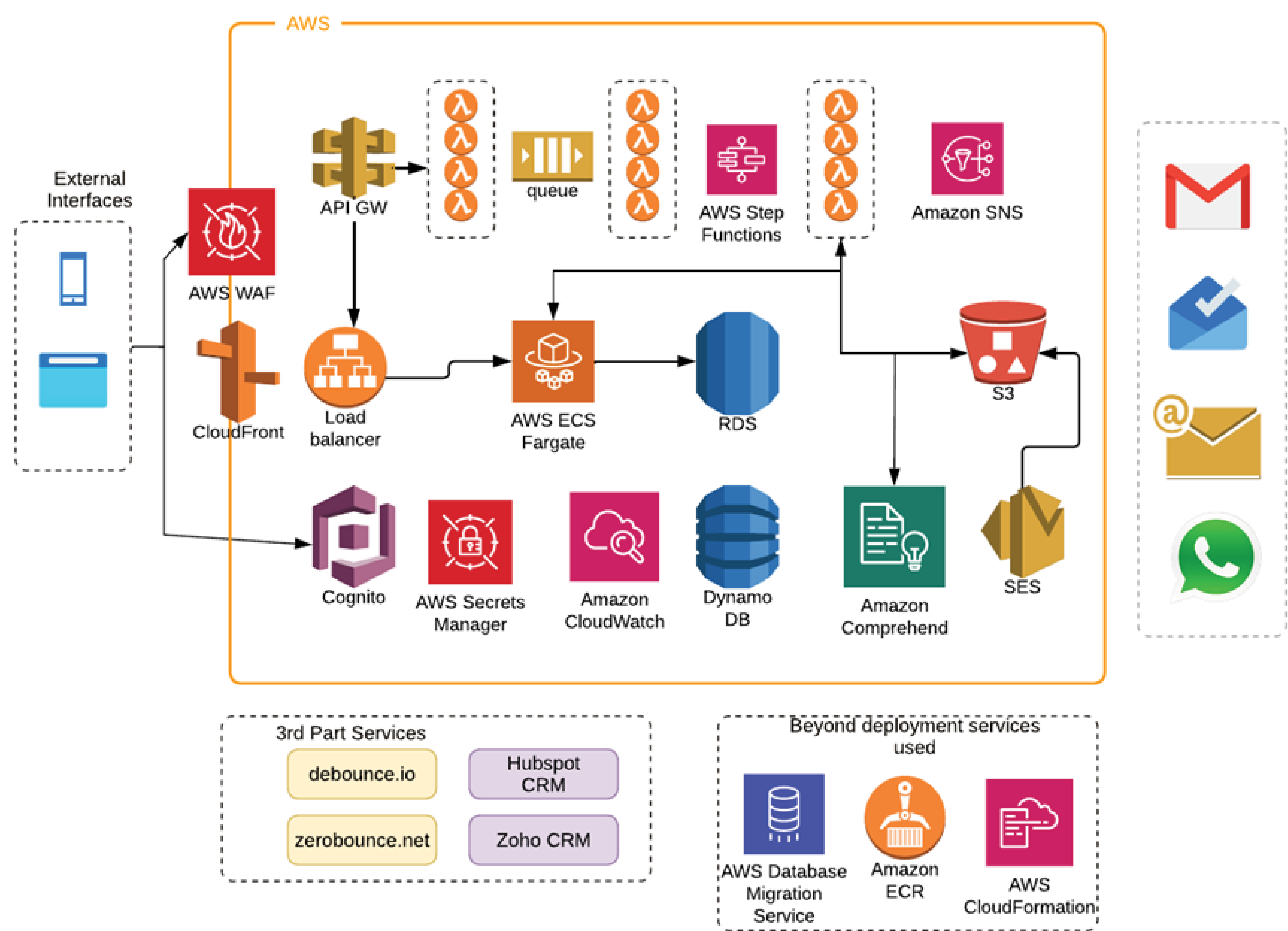
## AWS services used as part of the solution

AWS Step Functions, AWS Lambda, AWS RDS, AWS Comprehend, AWS S3, AWS SES, AWS ECR, AWS Fargate, AWS SNS, AWS SQS, AWS API Gateway, AWS Cloudwatch, AWS ELB, AWS Cognito, AWS WAF,





# Architecture Diagram



# Solution

- ❏ Serverless based NLP solution to help solve the scaling and distribution challenge
- ❏ Classify email responses using custom built NLP ML models
- ❏ Rule based events processing to intelligently decide on the next followup date and time





## Benefits

- 01 Ability to grow per day email sending from 1K to 10K.
- 02 Able to process the response at a similar level.
- 03 Auto configured to scale up and down.
- 04 Automated zero downtime deployments to QA and production setup



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## ABOUT AAIC

We are automation experts, with a majority(> 60%) of our workforce AWS-certified. We assist you in applying intelligence to the Cloud and DevOps, as our name suggests.

Our AWS certified experts create high-performing cloud apps by utilizing intelligent components and smart integrations to accelerate your digital transformation journey.

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