Exploring Salesforce's GPT-Enhanced AI Tools: An Overview

AD VICTORIAM SOLUTIONS

Salesforce. *Simplified.*

Contents

"The coming wave of generative AI will be more revolutionary than any technology innovation that's come before in our lifetime, or maybe any lifetime. Like Netscape Navigator, which opened the door to a greater Internet, a new door has opened with generative AI, and it is reshaping our world in ways that we've never imagined."

- Marc Benioff,
Salesforce CEO

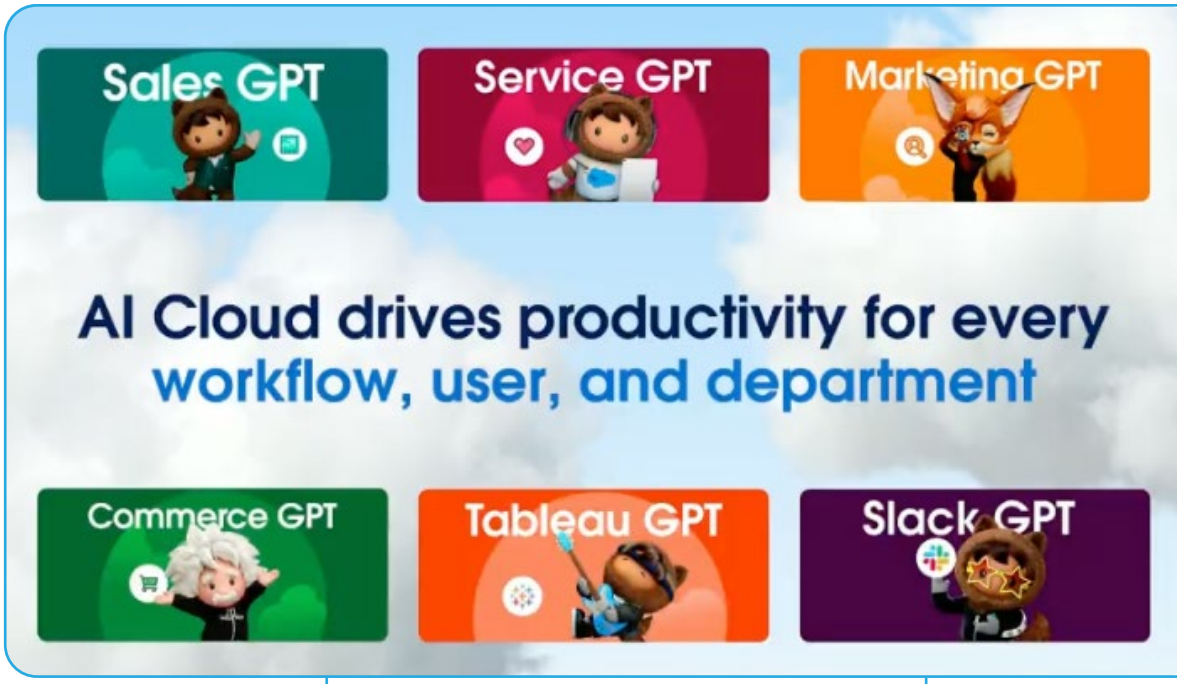
Foreword

Generative AI is transforming the way businesses interact with their customers. With the help of generative AI automation, businesses can now create personalized content, deliver targeted experiences, and complete tasks that were once done manually.

As you would expect, Salesforce® is at the forefront of this generative AI revolution. As part of the company's overall *AI Cloud* initiative, their various GPT offerings are designed to help businesses of all sizes propel their customer engagement, processes, and their productivity to significantly drive their bottom line.

This eBook provides a brief overview of all of Salesforce's current GPT offerings. It covers applications such as:

- **Einstein GPT**
  Salesforce's flagship generative AI offering, Einstein GPT™ can be used to generate personalized content, answer customer questions, and automate tasks.
- **Marketing GPT**
  Helps marketers create personalized emails, segment audiences, and build marketing journeys.
- **Commerce GPT**
  This offering helps businesses deliver personalized shopping experiences and customized offers.
- **Other GPT Offerings**
  Salesforce offers a number of other GPT products we'll also cover here, such as Sales, Service and Tableau GPT™. And while not specifically covered here, developers will want to take note that there are *Apex* and *Flow* GPT offerings they should look into.

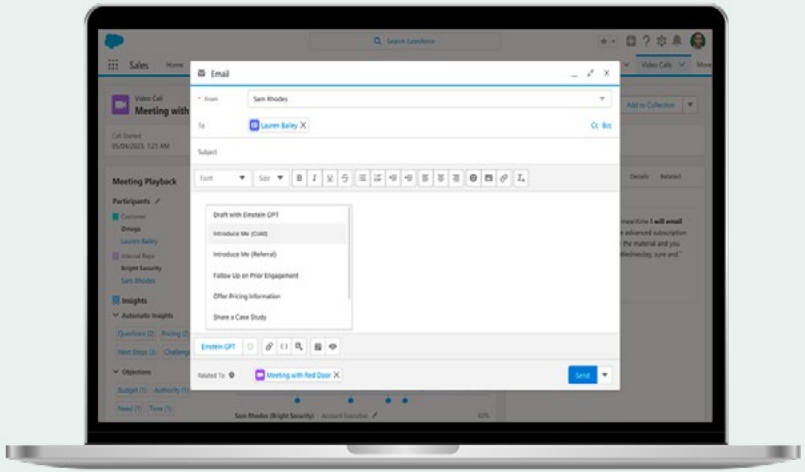


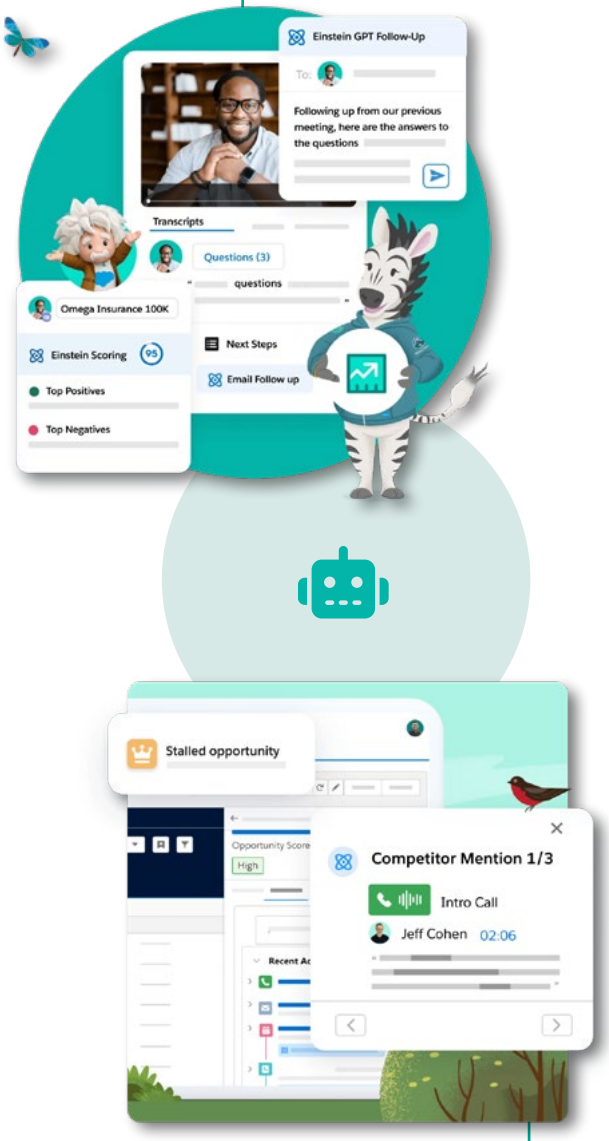
This eBook will provide helpful information to increase your understanding of generative AI tools offered by Salesforce. And remember, Salesforce is always adding to - and enhancing - its AI offerings. The list of the company's AI offerings contained within this eBook are as of our publication date, so be sure to check with your *Ad Victoriam Solutions* Team contact for updated offerings. Please feel free to *contact AdVic*® if you have any questions.

Salesforce's GPT-Powered Applications

Sales GPT

Sales GPT™ helps businesses sell faster, smarter, and more efficiently. It uses natural language processing and machine learning to automatically generate personalized emails, sales proposals, and other sales content. This frees up sales reps to focus on building relationships and closing deals, while Sales GPT takes care of the more repetitive tasks.





Business Benefits of Implementing Sales GPT:

> ***Closing Deals Faster with Increased Productivity***
> Automate many of the time-consuming tasks involved in sales, such as drafting emails, creating presentations, and following up with leads. This frees up sales reps to focus on more strategic activities, such as building relationships and closing deals.

> ***Higher Conversion Rates through Personalization***
> Use customer data to generate personalized content that is more likely to resonate with each individual buyer. This can lead to higher conversion rates and increased sales.

> ***Better Decision-Making Improves Sales Strategy***
> Analyze data from Salesforce CRM to provide sales reps with insights that can help them make better decisions. For example, Sales GPT can identify which leads are most likely to convert, or which sales strategies are most effective.

> ***Reduced Costs Through Task Efficiencies***
> Reduce costs by automating tasks and improving efficiency. This can free up resources that can be used for other purposes, such as marketing or product development.

Use Case Examples for Sales GPT:

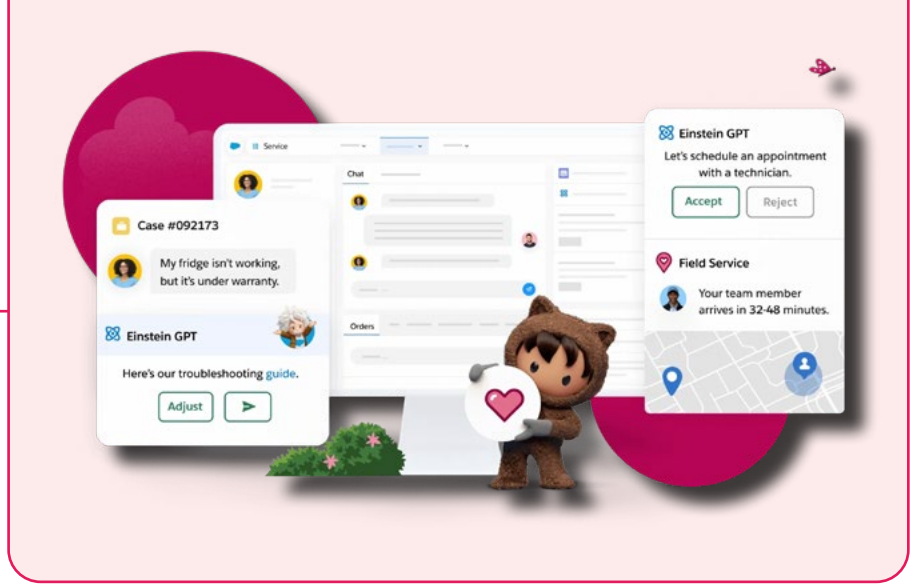
> A sales team can automatically generate personalized emails that are tailored to each individual lead. This will help the team increase open rates and click-through rates, which ultimately leads to more qualified leads.

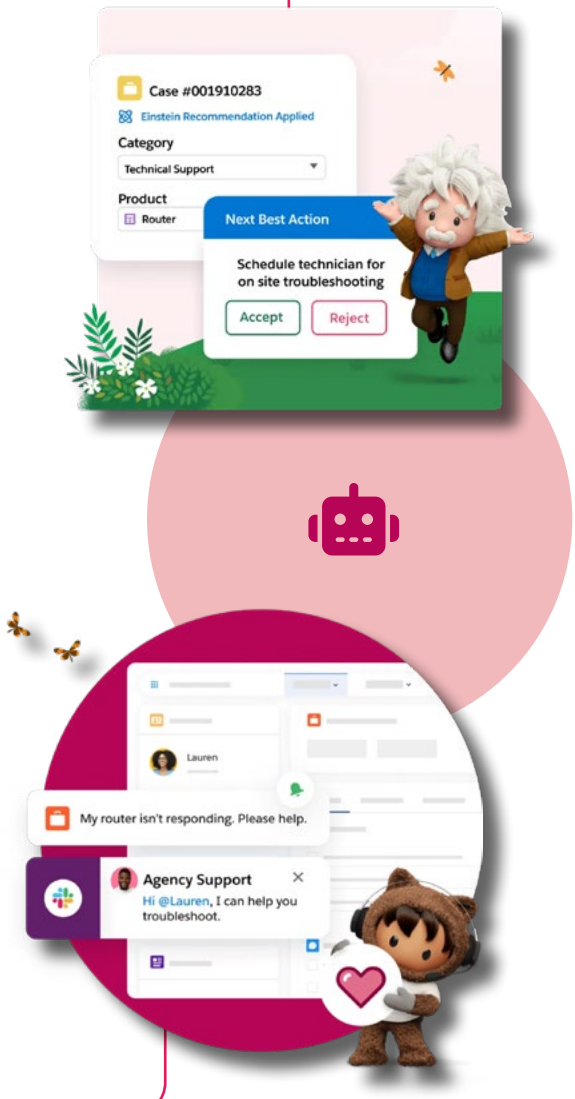
> A marketing team can create personalized landing pages that are more likely to convert visitors into leads. This will help the team increase the number of leads that they generate, to lead to more sales.

> A sales operations team can automate tasks such as lead scoring and qualification. This helps the team free up time to focus on more strategic activities, such as developing new and more effective sales processes.

Service GPT

With *Service GPT™*, your organization can deliver personalized customer service at scale. With one implementation, you will be empowered to bring all your support needs onto one platform with AI so you can accelerate service delivery, decrease costs, and increase efficiency.





Business Benefits of Implementing Service GPT:

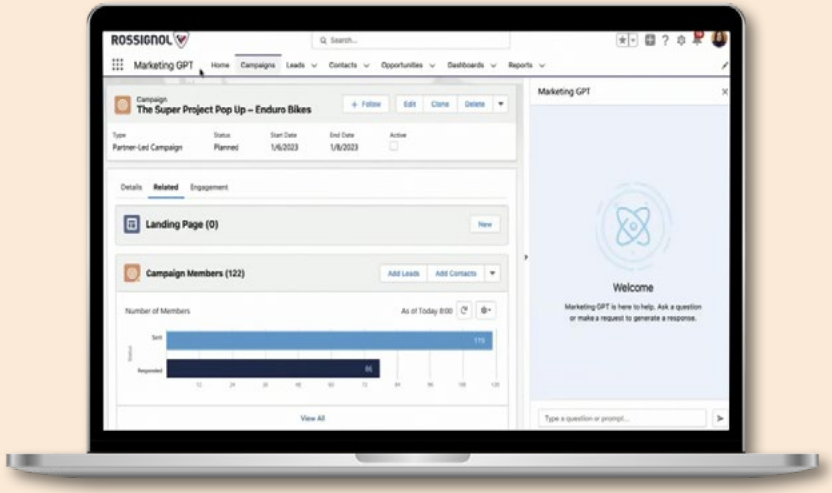
- ***Customer Satisfaction Elevated with Personalized Communications***
  Improve customer satisfaction and operational efficiency with Einstein GPT built into experiences.
- ***Customer Experiences Enhanced with Routine Task Automation***
  Step up your customer experiences and save your team's time by automating routine tasks and end-to-end business processes.
- ***Issue Resolution Expedited through Automation***
  Speed up issue resolution using AI-powered chatbots to handle common requests.

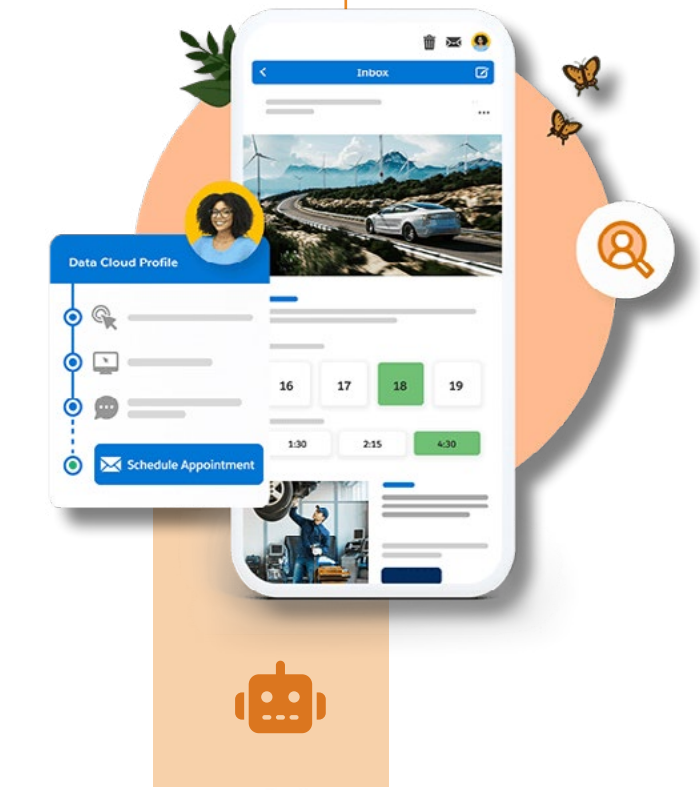
Use Case Examples for Service GPT:

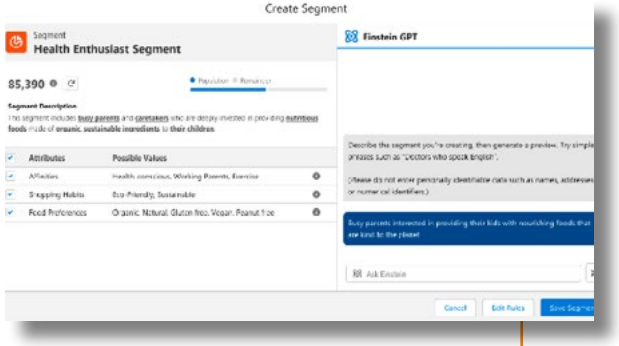
- A customer service team can automate tasks, such as creating new cases, send follow-up emails, and provide answers to frequently asked questions. This frees up customer service agents to focus on more complex cases and to provide better customer service.
- A technical support team can generate technical documentation, such as troubleshooting guides and FAQs. This will help customers troubleshoot their own problems and to reduce the number of tickets that need to be handled through technical support.
- A sales team can generate personalized email and SMS messages, as well as create lead nurturing campaigns. This improves the effectiveness of sales campaigns and to increase lead conversion rates.
- A field service team can generate work orders, provide instructions to field technicians, and track the progress of repairs. This will improve the efficiency of field service operations and to keep customers satisfied.

Marketing GPT

With *Marketing GPT™*, businesses can automate and personalize their marketing campaigns. It uses Salesforce's Einstein GPT and *Data Cloud* to generate personalized emails, smarter audience segments, and marketing journeys.







Business Benefits of Implementing Marketing GPT:

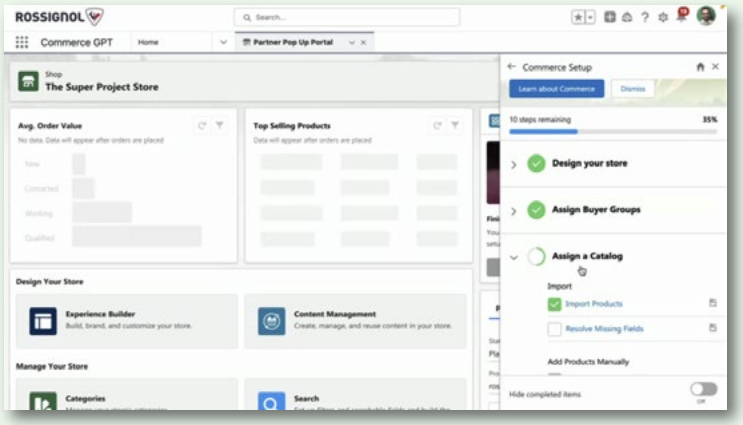
- ***Tailored Content Leads to Higher Conversion Rates***
  Create more personalized marketing campaigns by generating content that is tailored to each individual customer's interests and needs. This can lead to higher engagement and conversion rates.
- ***Automated Activities Improves Efficiencies***
  Automate many of the tasks involved in marketing campaigns, such as creating content, segmenting audiences, and sending emails. This frees up marketers' time so they can focus on other tasks, such as strategy and analysis.
- ***Data Identifies Prime ROI Targets***
  Target marketing campaigns more effectively by using data from Salesforce's Data Cloud to identify the right customers to reach. This can lead to lower costs and higher ROI.

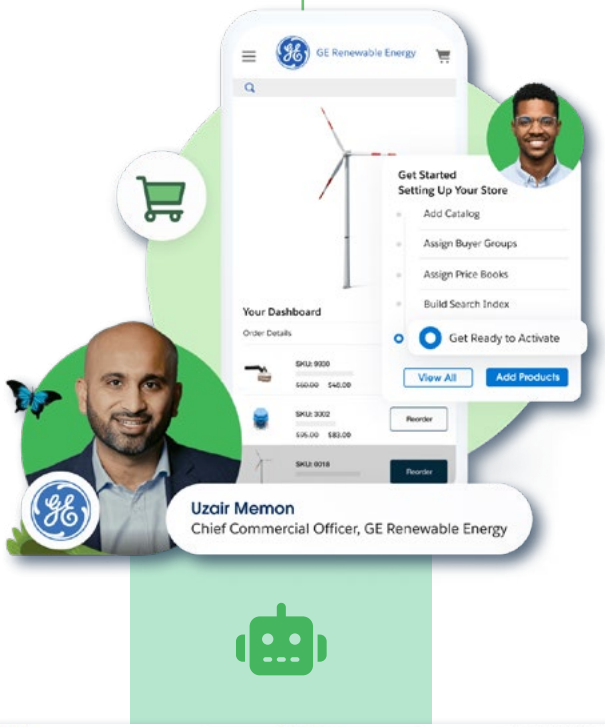
Use Case Examples for Marketing GPT:

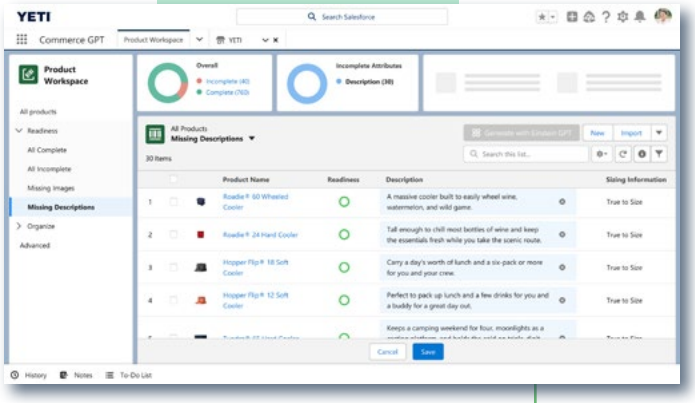
- Marketers can swiftly generate audience segments, leveraging natural language prompts and AI-driven recommendations for enhanced targeting. This ensures the right messages and offers reach the right people at the right time, and with pinpoint accuracy, to create meaningful customer connections that drive results.
- Companies can generate personalized product recommendations for each customer.
- Personalized email campaigns can also be created that promote new products or services to customers who are likely to be interested.
- In addition, personalized training materials can be crafted for each customer.

Commerce GPT

Businesses use *Commerce GPT™* to deliver personalized shopping experiences and customized offers that adapt to their customers' needs. It uses Salesforce's Data Cloud and proprietary Einstein GPT to generate dynamic buying journeys, product descriptions, and marketing content.







Business Benefits of Implementing Commerce GPT:

> ***Personalized Experiences Increase Brand Loyalty***
> Create personalized shopping experiences that are tailored to each individual customer's needs and preferences. This can lead to increased customer satisfaction and loyalty.

> ***Product Recommendations Increased Order Values***
> Generate more sales by recommending products and offers that are likely to be of interest to each customer. This can lead to increased conversion rates and average order value.

> ***Automated Tasks Allows Resources to Accomplish More***
> Save time and money by automating tasks such as creating product descriptions and generating marketing content. This frees up resources that can be used to focus on other areas of the business and higher level tasks.

> ***Consumer Behavioral Data Drives Sales***
> Gain insights into customer behavior and preferences. This information can improve customer experiences and drive sales.

Use Case Examples for Commerce GPT:

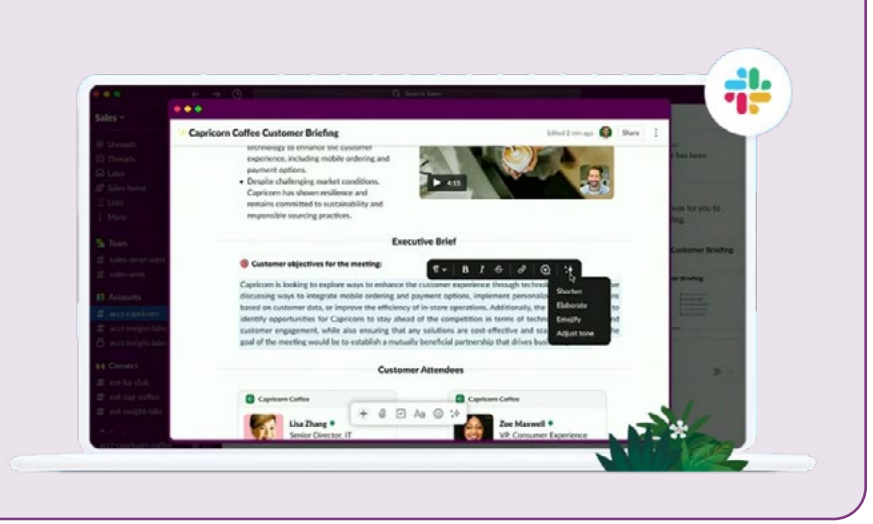
> Brands can automatically tailor product descriptions to each buyer based on their customer data and meet their commerce goals with GPT-guided recommendations. For example, how to unload last season's inventory or increase average order value.

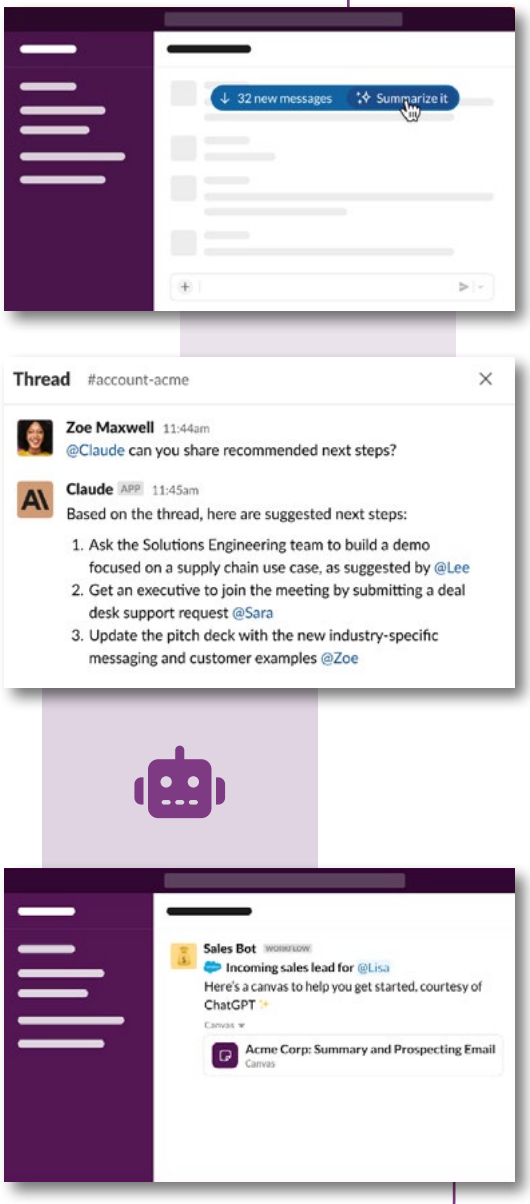
> Companies can generate personalized product descriptions for their websites, while also recommending products to customers based on their past purchases, which could increase the average order value.

> Businesses can redefine shopping and loyalty by creating personalized, engaging conversations and help shoppers discover products effortlessly through natural language interactions across channels spanning from digital storefronts to messaging apps.

Slack GPT

Slack GPT™ is a new kind of productivity: one that brings the power of generative AI into the ways you already work in Slack.





Business Benefits of Implementing Slack GPT:

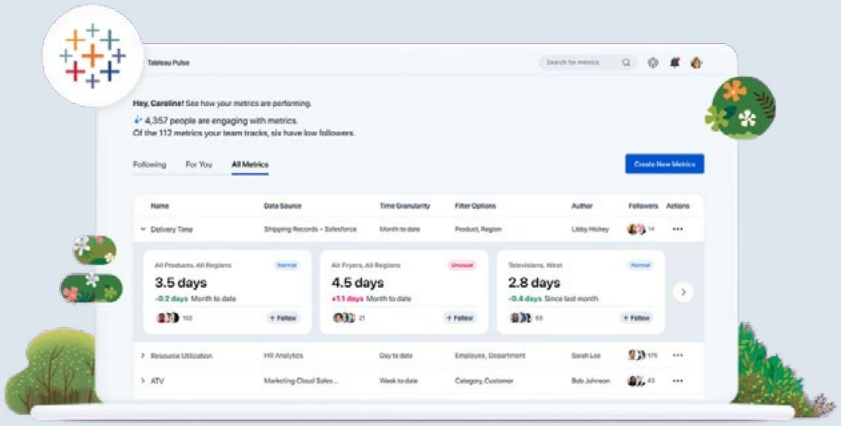
- ***Time Savings with Automated Communications***
  Save time by automating tasks such as summarizing messages, taking notes, and drafting emails. These productivity enhancing features free up employees to focus on more strategic work.
- ***Clarity Through Concise Conversation Recaps***
  Improve communication by providing clear and concise summaries of conversations. This helps employees stay up-to-date on important information and avoid misunderstandings.
- ***Collaboration for Product Enhancements***
  Elevate collaboration by providing a platform for employees to share ideas and feedback. This enables businesses to make better decisions and improve their products and services.
- ***Data Intelligence Drives Effective Decision-Making***
  Improve decision-making by providing insights into data. As a result, businesses can identify trends and make better decisions about how to allocate resources.

Use Case Examples for Slack GPT:

- Users can build no-code workflows that embed AI actions with simple prompts at each step, making it easy for anyone to deploy AI automation.
- Customer service teams can summarize customer conversations and identify potential problems.
- Sales teams can shorten cycles by bringing together the right teams, data and tools.
- Marketing teams can create content and track the effectiveness of their campaigns.
- Product teams can gather feedback from users and identify areas for improvement.

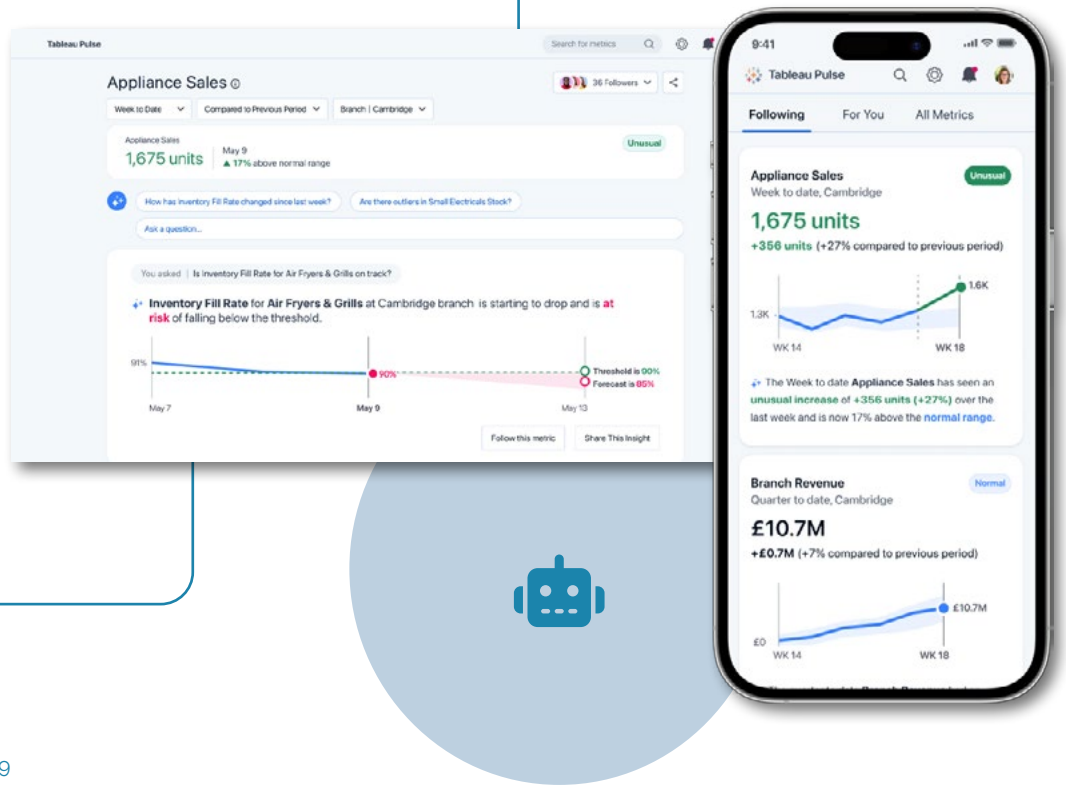
Tableau GPT & Tableau Pulse

Salesforce's *Tableau GPT™ and Tableau Pulse™* make data analysis more intuitive and accessible to everyone. In short, Tableau GPT is a tool that improves your understanding of your data better, while Tableau Pulse enables you to use that understanding to make better decisions with your data.



Differentiating the Two

Tableau GPT represents a game-changing innovation, leveraging the advanced capabilities of generative AI to generate natural language descriptions of data. This means that you can ask Tableau GPT questions about your data in plain English, and it will generate a response that describes the data in a way that is easy to understand. For example, if you asked Tableau GPT "What are the top 5 products that are sold by region?" and it would generate a response that lists the top 5 products and the regions in which they are sold.



Use Case Examples for Tableau GPT: A sales leader can generate visualizations based on natural language prompts to display real-time sales progress against reps quota, along with recommendations for helping them meet goals.

Tableau Pulse is a new user interface designed to make data analysis more personalized and interactive. Tableau Pulse uses Tableau GPT to generate insights and recommendations that are specific to your interests and needs. For example, Tableau Pulse might show you a list of the key metrics that you should be tracking, or it might suggest new ways to visualize your data.

Einstein GPT

Einstein GPT is the next generation of Einstein, Salesforce's AI technology that currently delivers AI-powered predictions across sales, service, marketing, commerce and more. And by combining proprietary Einstein AI models with OpenAI's ChatGPT or other leading large language models (LLM), customers can use natural-language prompts on CRM data to trigger powerful, time-saving automations, and create personalized, AI-generated content, including:

> ***Tailored Emails in Less Time***
> Compose tailored emails to each specific customer. This saves sales reps a significant amount of time and increases the level of personalization in each email they send, while decreasing time spent.

> ***Expedited Meeting Bookings Improves Conversions***
> Within those aforementioned tailored emails sales team members can ask for - and schedule - prospect availability for meetings. This can help sales reps to book more meetings and improve their conversion rates.

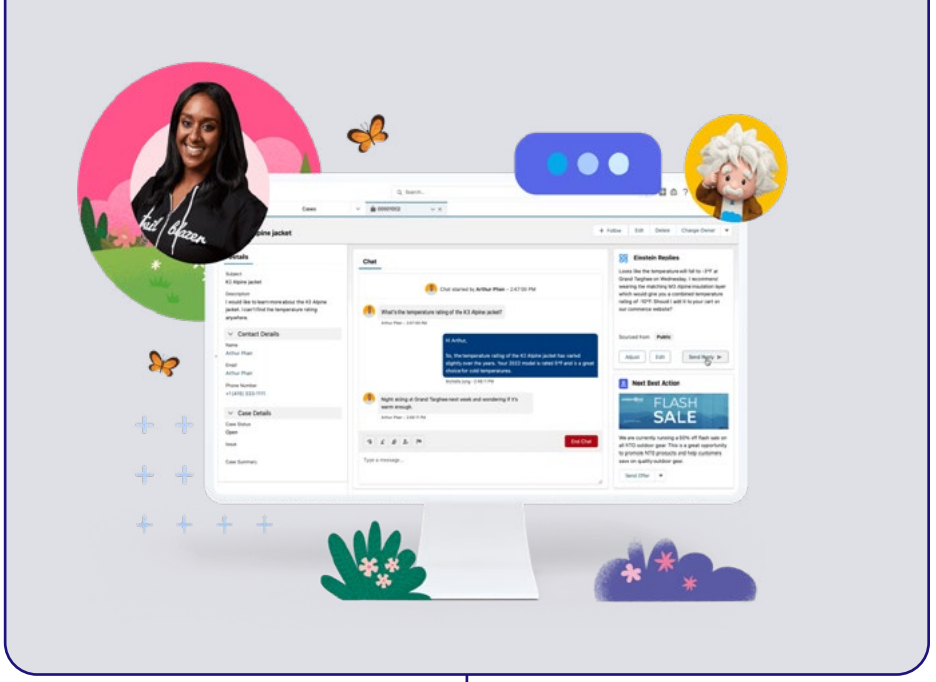
> ***Preparing for the Next Interaction***
> Prepare for the next interaction with a customer by summarizing their past interactions and providing recommendations for the next steps. This assists sales reps with staying organized, prepared, and focused.

In addition to automating tasks, Einstein GPT can also be used to create personalized content, such as:

> ***Sales Proposals***
> Create sales proposals that are tailored to specific customers to close more deals and improve sales win rates.

> ***Marketing Materials***
> Automatically create marketing materials, such as blog posts, white papers, and landing pages to reach more customers and generate more leads.

> ***Customer Support Tickets***
> Initiation of customer support tickets tailored to specific customer issues accelerates customer support representatives ability to resolve issues faster and more efficiently.



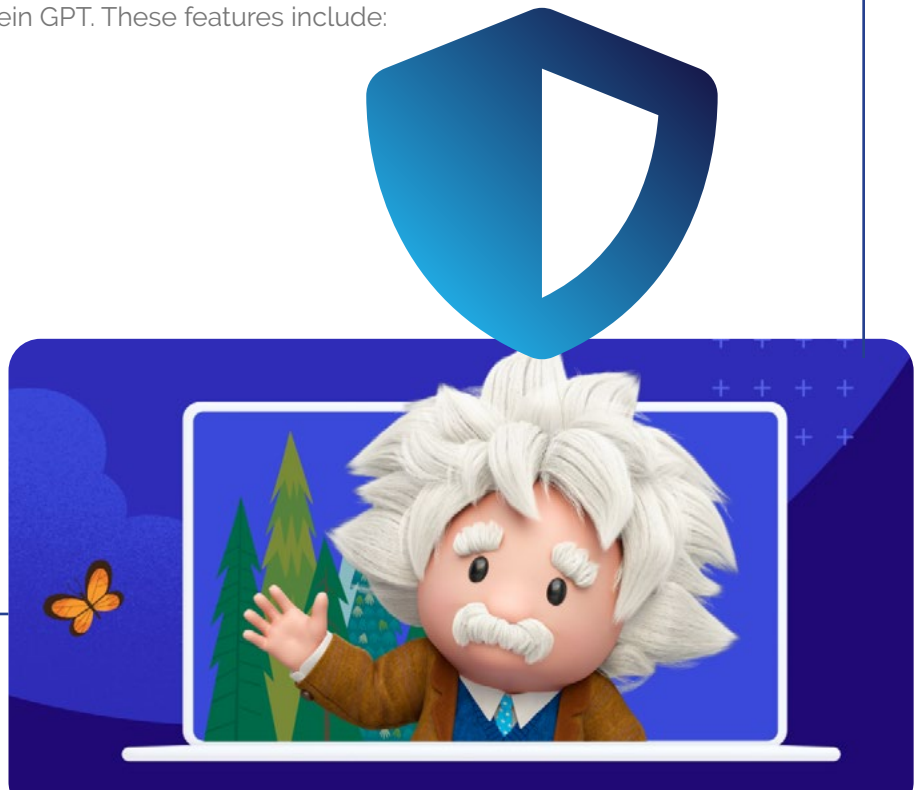
Business Benefits of Implementing Salesforce Einstein GPT:

- ***More Time Focused on Strategy***
  Automate a variety of tasks, freeing up employees to focus on more strategic work.
- ***Customer Loyalty and Satisfaction Elevated***
  Creation of more personalized and engaging customer experiences increases customer satisfaction and loyalty.
- ***Sales Data Accelerates Deals Won***
  With sales data intelligence for greater insight, companies can close more deals and improve their win rates.
- ***AI Driven Automation Reduces Costs***
  GPT automated tasks reduce the costs associated with customer service, marketing, and sales, while increasing productivity.

Einstein Trust Layers Security Features

With the growing utilization of AI and GPT, data security concerns are top of mind for many organizations. It's important to know that by providing deployment capabilities for any relevant LLM, Salesforce helps companies maintain their data privacy, security, residency, and compliance goals. To that end, Salesforce built a feature-packed *Trust Layer* into Einstein GPT. These features include:

- ***Data Isolation***
  Einstein GPT does not have direct access to customer data. Instead, it only receives a limited set of data that is necessary for the task at hand.
- ***Encryption***
  All data that is processed by Einstein GPT is encrypted at rest and in transit to protect the data from unauthorized access.
- ***Auditing***
  Salesforce keeps a detailed audit trail of all interactions with Einstein GPT to track down any unauthorized access or misuse of the platform and data.
- ***Compliance***
  Salesforce Einstein GPT is designed to comply with a variety of industry regulations, including HIPAA, GDPR and CCPA, which ensures that customer data is protected in accordance with the law.



Skill Up on AI with Trailhead

All Salesforce admins, consultants and developers will need to skill-up on the AI offerings. If you are working within the Salesforce ecosystem, or have a team who supports your platform, it is important that the needed skills to optimize each cloud are learned. But how can these skills be learned?

To no one's surprise, *Salesforce's Trailhead* has released a new trail to show everyone what AI can do, the basics of how it works, and how it can increase performance. It's called *Get Started with Artificial Intelligence*, and it's full of critical AI knowledge.

In addition, with Salesforce bringing trusted generative AI technology to its apps, platforms, and workflows, discover how generative AI and GPT are transforming the future of business in these quick bite-sized units called Trailhead Quick Look modules:

- *Einstein GPT: Quick Look*
- *Sales GPT: Quick Look*
- *Service GPT: Quick Look*
- *Marketing GPT: Quick Look*
- *Commerce GPT: Quick Look*
- *Tableau GPT: Quick Look*
- *Slack GPT: Quick Look*

The Benefits of AI for Business

It is more important than ever for businesses to adapt and innovate. AI can help businesses do just that, by providing them with the tools they need to improve efficiency, make better decisions, and create new products and services. So, with that said, here is a reminder of the benefits that companies will encounter when initiating an AI strategy:

Acceleration of Efficiency and Productivity
Automate many tasks that are currently performed, freeing up employees' time to focus on more strategic and creative work, which leads to significant productivity gains.

Data-Driven Business Decisions
Businesses can make better decisions based on the automated analysis of large amounts of data and identification of patterns that humans might miss. As a result, businesses can optimize their operations, identify new opportunities, mitigate risks and drive profits with the increased data understanding.

Fast, Personalized Customer Service Engagements
Personalized customer service through a deep understanding of customers' preferences and engagement history. Deliver these responses quickly and with less human intervention to fast track case resolution thereby elevating customer satisfaction and loyalty.

New Business Opportunities: Create new products and services, expand into new markets, and improve the efficiency of existing operations based on enhanced collaboration and feedback. Additional offerings support business growth and enable businesses to compete more effectively in their marketplace.

Of course, there are also some challenges associated with AI, such as the need for large amounts of accurate data and the potential for bias. However, the potential benefits of AI are significant, and businesses that embrace this technology are well-positioned to succeed in today's competitive environment.

In addition to the aforementioned benefits, AI can also help businesses to:

Reduce Costs
Automate tasks that are currently performed by humans, which can lead to significant cost savings.

Increase Innovation
Businesses can innovate by identifying new opportunities and developing new products and services.

Improve Safety
Improve safety by monitoring systems and identifying potential hazards.

Businesses need to carefully consider the challenges associated with AI before implementing this technology. The AdVic Team is well-equipped to design your own personalized AI roadmap to success. Our Readiness Roadmapping (featured below) assesses your business' preparedness for implementing any Salesforce GPT offering. If you have any questions, or are ready to get started today, *book a meeting* with us now.

Salesforce GPT Readiness Roadmapping

Achieving Success in a Difficult Economy

It is more important than ever for businesses to adapt and innovate. AI can help businesses do just that, by providing them with the tools they need to improve efficiency, make better decisions, and create new products and services. So, with that said, here is a reminder of the benefits that companies will encounter when initiating an AI strategy:

Generative AI is transforming the way businesses interact with their customers. With the help of generative AI automation, businesses can now create personalized content, deliver targeted experiences, and complete tasks that were once done manually.

As part of Salesforce's overall AI Cloud initiative, their various GPT offerings are designed to help businesses of all sizes propel their customer engagement, processes, and their productivity to significantly drive their bottom line. But your business needs to be ready for the generative AI revolution. AdVic's Readiness Roadmapping assesses your business' preparedness for implementing any Salesforce GPT™ offering.

Readiness Assessment Features

Project Timeline: Approximately 3 Weeks

Discovery Sessions with individual business units (Up to 6)

- Business Assessment: Analyze existing business processes to identify opportunities
- Data Assessment: Evaluate data sources, quality and volume
- Security Assessment: Assess current security, access, and compliance requirements
- Salesforce Assessment: Review current Salesforce environment
- "Big Picture" Technical Architecture
- Guidance on Salesforce AI & GPT Features
- Project Modeling

Readiness Assessment Benefits

- Executive and IT Alignment
- Business Process and Data Assessment
- Trust and Data Protection Guidance
- AI Recommendations and Roadmap

Download Assessment Now

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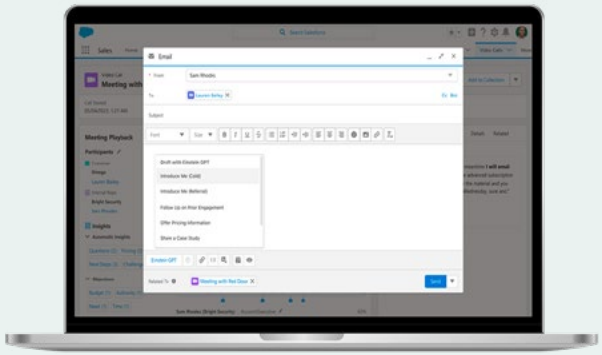
Use Case Example of What GPT Can Do

Meet Johnny Sales Rep. He needs to move fast to meet his quota; he doesn't have time to waste. Prospecting often includes time-intensive researching, reviewing notes, preparing a carefully crafted email or telephone script, reaching out to the prospect, and logging next steps.

With these Sales GPT™ features, Johnny can reduce his time spent on each prospect, increase personalization, and auto-generate communications - all to sell faster.

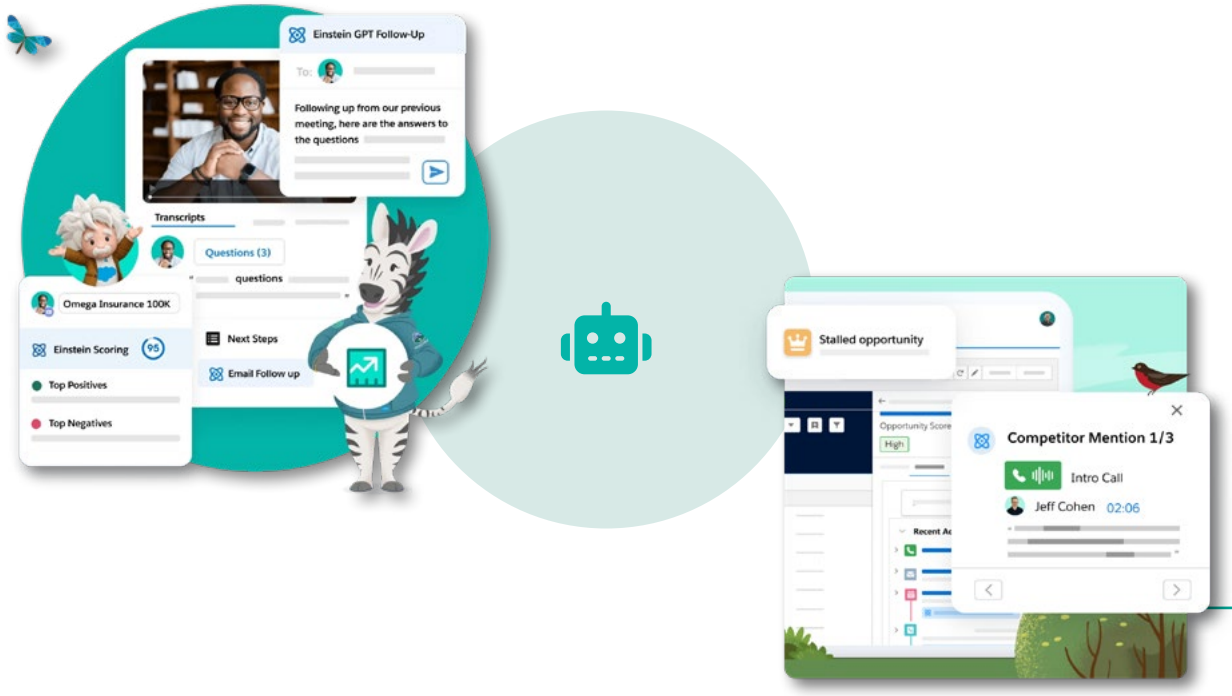


Here's the features he could use:

Sales Assistant: Summarizes each sales cycle – from account research and meeting preparation to drafting contracts, while automatically keeping the CRM up-to-date.

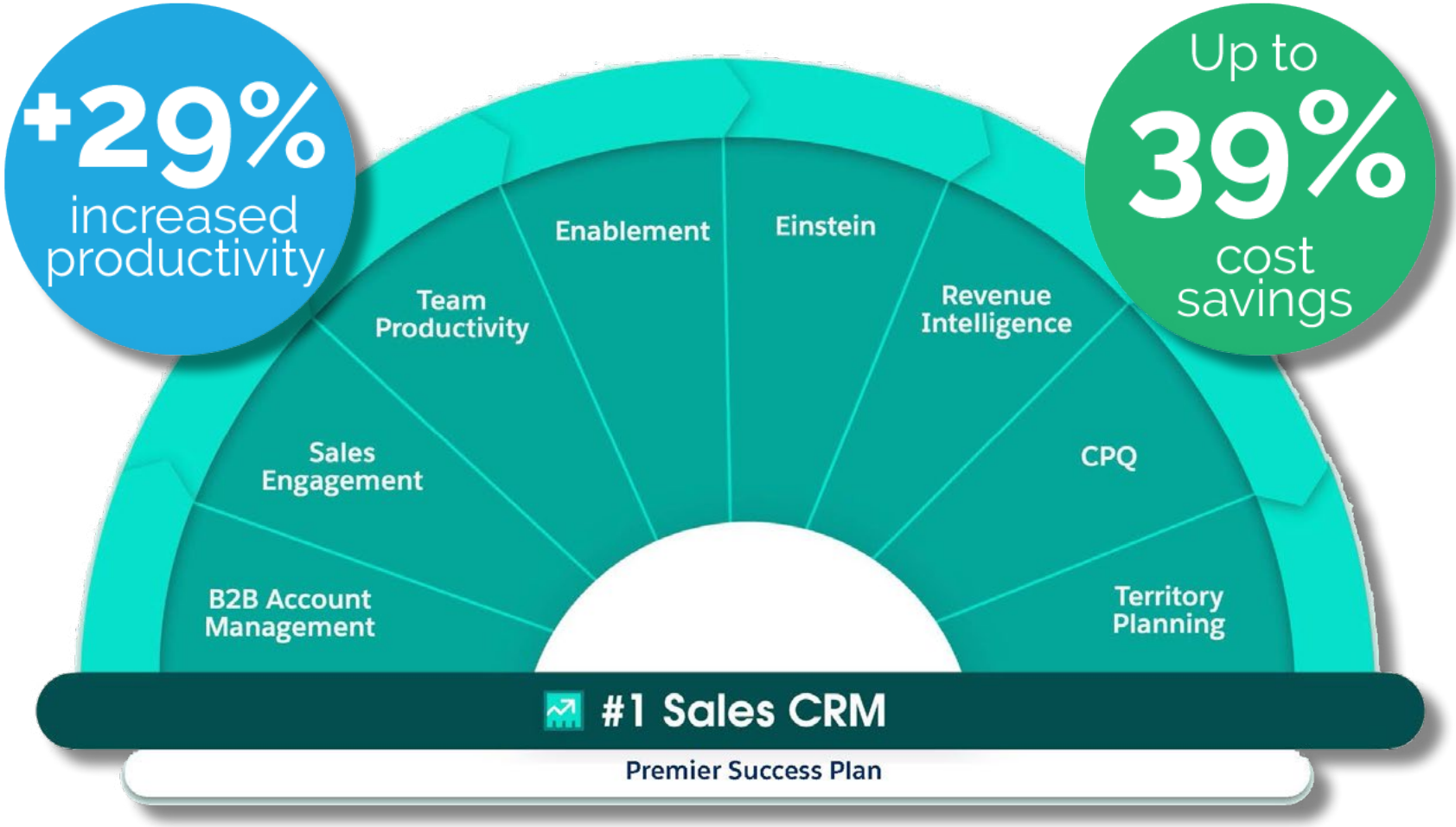
Sales Emails: Auto-generate personalized emails for every customer interaction, grounded in your CRM data, based on reps' prompts.

Call Summaries: Automatically transcribes and summarizes calls, plus setting follow-up actions to help facilitate seller productivity.



Understanding Your AI Opportunities with AdVic's Readiness Assessment

Overall, the benefits of AI for businesses are significant. However, it is important to note that AI is not a silver bullet. Since businesses need to carefully consider their own opportunities associated with AI before implementing this technology, AdVic's Readiness Assessment offers a detailed summary of what GPT products can do specifically for your business, and a baseline roadmap of how to get there. And we can start doing that for you starting today, contact AdVic®.



Since Salesforce is always adding to - and enhancing - its AI offerings, understand that the information and offering is based on our publication date of this material. There may be modifications to this offering based on availability of features and functionality.

Glossary of AI Terms

Adversarial Examples: Inputs intentionally modified to deceive AI models, causing them to make incorrect predictions or decisions, highlighting vulnerabilities in the model's behavior.

Algorithm: A step-by-step procedure or set of rules followed by a computer program to solve a specific problem or perform a task, often involving data manipulation or decision-making.

Artificial General Intelligence (AGI): The hypothetical concept of AI systems that possess the ability to understand, learn, and apply knowledge across a wide range of tasks and domains, comparable to human intelligence.

Artificial Intelligence (AI): The branch of computer science that focuses on the creation of intelligent machines capable of performing tasks that typically require human intelligence.

Artificial Narrow Intelligence (ANI): A type of artificial intelligence that is designed to solve a specific problem or task.

Attention Mechanism: A component of neural networks that assigns varying levels of importance to different parts of the input data, allowing the network to focus on relevant information and improve performance.

Autoencoder: A type of neural network architecture used for unsupervised learning, where the network learns to compress input data into a lower-dimensional representation and reconstruct the original data from the compressed representation.

Big Data: Refers to the vast and complex datasets that are too large and diverse to be processed using traditional data processing applications, often requiring advanced tools and technologies to store, manage, and analyze the data.

Chatbot: An AI-powered conversational agent designed to simulate human-like conversations with users, providing information, answering queries, and performing tasks through natural language interactions.

ChatGPT: A chatbot developed by OpenAI, based on generative pre-trained transformer technology.

Clustering: A technique in unsupervised learning where data points are grouped together based on their similarities or distances in the feature space, enabling the discovery of inherent structures or patterns.

Cognitive Science: The study of the mind and its processes, such as thinking, learning, and problem solving.

Computer Vision: The field of AI concerned with enabling computers to understand and interpret visual information from images or videos, including object recognition, image classification, and image generation.

Convolutional Neural Network (CNN): A type of artificial neural network specifically designed for processing and analyzing grid-like data, such as images or time series data, by using convolutional layers that capture spatial or temporal patterns.

Data Mining: The process of discovering patterns, relationships, and insights from large datasets using statistical and computational techniques.

Deep Learning: A subfield of AI that utilizes artificial neural networks with multiple layers to learn and extract high-level representations from complex data, such as images, speech, or text.

Ethics in AI: The study and consideration of moral, legal, and societal implications surrounding the development, deployment, and use of AI systems, addressing concerns such as privacy, bias, transparency, accountability, and the impact on employment.

Explainable AI (XAI): The development of AI models and systems that can provide understandable and interpretable explanations for their decision-making processes, enabling humans to understand the rationale behind AI predictions or actions.

Feature Engineering: The process of selecting, transforming, or creating relevant features from raw data to improve the performance and interpretability of AI models.

Federated Learning: A type of machine learning that allows data to be trained on a distributed network of devices without the data being shared.

Generative Adversarial Network (GAN): A type of neural network architecture consisting of two components—a generator and a discriminator—competing against each other. The generator aims to produce realistic synthetic data, while the discriminator tries to differentiate between the generated data and real data.

Generative AI: The ability for users to quickly generate new content based on a variety of inputs. Inputs and outputs to these models can include text, images, sounds, animation, 3D models, or other types of data.

Genetic Algorithm: A type of machine learning algorithm that uses a process of natural selection to find optimal solutions to problems.

GPT: Generative pre-trained transformer, a type of artificial intelligence language model.

Hyperparameter: A parameter that controls the behavior of a machine learning model.

Image Recognition: The task of identifying and classifying objects or patterns within digital images using AI algorithms, often based on deep learning techniques.

Large Language Model (LLM): A specialized type of artificial intelligence (AI) that has been trained on vast amounts of text to understand existing content and generate original content.

Machine Learning (ML): A subset of AI that involves the development of algorithms and statistical models that enable computers to learn from and make predictions or decisions based on data, without being explicitly programmed.

Natural Language Processing (NLP): A field of AI that focuses on enabling computers to understand, interpret, and generate human language, allowing for tasks such as language translation, sentiment analysis, and text generation.

Neural Network: Computational models inspired by the structure and functioning of the human brain, consisting of interconnected nodes (neurons) that process and transmit information.

Overfitting: A problem that occurs when a machine learning model learns the training data too well and is unable to generalize to new data.

Predictive AI: A method of data analysis, capable of predicting and anticipating the future needs or events of a company. This allows, among other things, to see trends coming, or to predict risks and their solutions. Of course, the functioning of predictive artificial intelligence is based on current and past information collected within the company. Without this data, it is impossible to model useful and effective predictions.

Pattern Recognition: The ability of a machine to identify patterns in data.

Predictive Analytics: The use of data to predict future trends or events.

Prescriptive Analytics: The use of data to recommend actions that should be taken.

Reinforcement Learning: A type of ML where an agent learns to make decisions or take actions in an environment to maximize a reward signal, through trial-and-error learning and interaction with the environment.

Robotics: The field of AI and engineering concerned with the design, development, and application of robots, which are physical machines capable of performing tasks autonomously or under human control.

Sentiment Analysis: The process of determining the emotional tone or sentiment expressed in a piece of text, often used to analyze customer reviews, social media comments, or survey responses.

Supervised Learning: A type of ML where an algorithm learns from labeled training data to make predictions or classifications on new, unseen data. The algorithm is provided with input-output pairs to learn patterns and generalize to new instances.

Turing Test: A test of a machine's ability to exhibit intelligent behavior equivalent to, or indistinguishable from, that of a human.

Unsupervised Learning: A type of ML where an algorithm learns from unlabeled data to discover hidden patterns, structures, or relationships in the data without specific guidance or predefined output labels.

User Experience Design (UX): The design of a product or service with the goal of providing a good user experience.

User Interface Design (UI): The design of the graphical elements of a product or service, such as buttons, menus, and icons.

Virtual Assistant: An AI-powered software agent that provides assistance to users through voice or text interactions, performing tasks such as scheduling appointments, answering questions, and controlling smart devices.

Voice Recognition: The technology that converts spoken language into written text, enabling voice commands, transcription services, and voice-controlled applications.

Weak AI: AI systems that are designed to perform specific tasks or mimic human intelligence in narrow domains, lacking general intelligence or consciousness.

About Ad Victoriam Solutions

Ad Victoriam Solutions is a *Salesforce® and MuleSoft® Partner* that provides consulting services, from strategy to implementation. Our nimble team of certified professionals across the United States accelerates businesses by simplifying complex problems through Salesforce, integration, and data expertise. As a *Certified B Corp*, we balance purpose with profits and have made a strong commitment to the community.

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Resources

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Service GPT

Marketing GPT

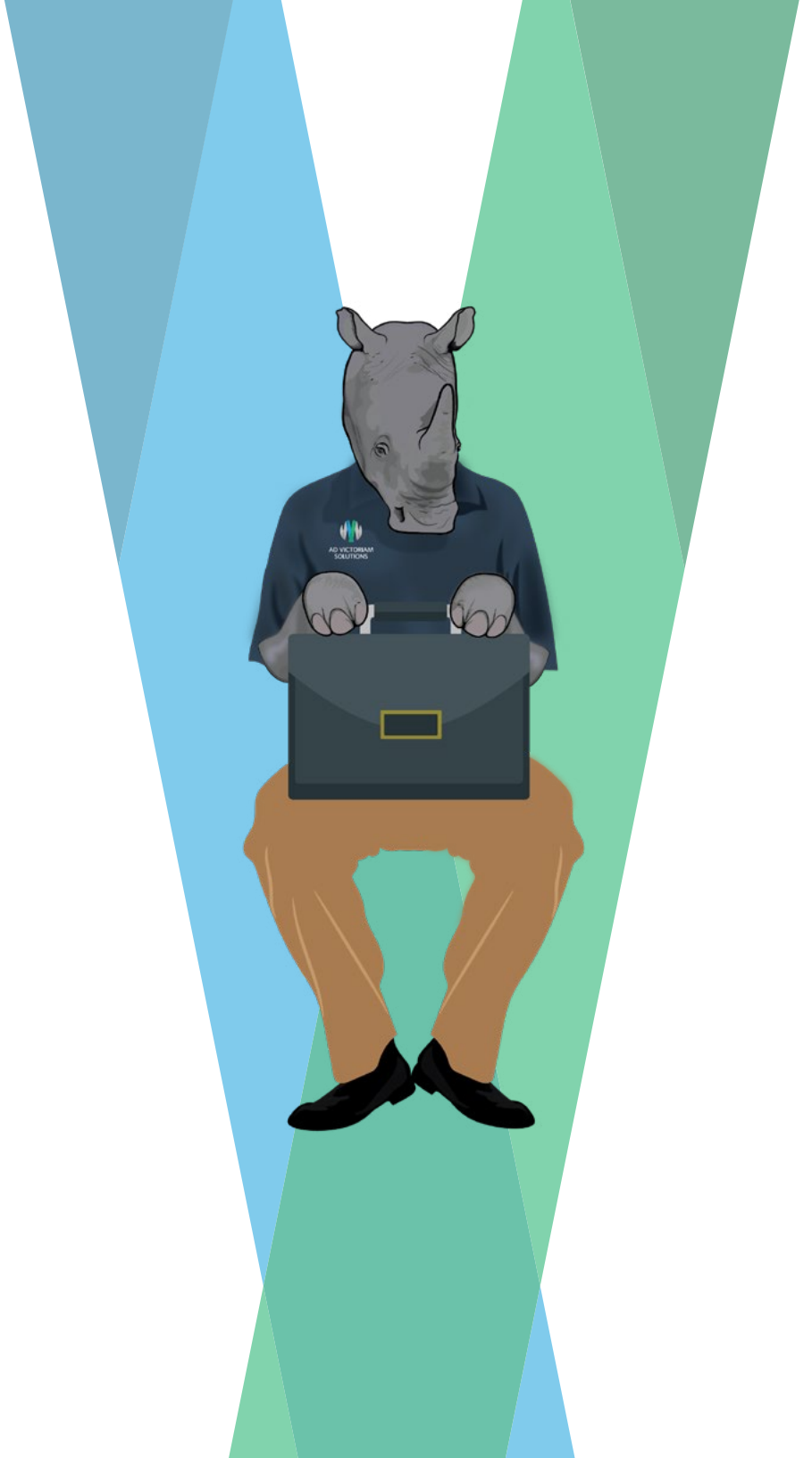
Commerce GPT

Slack GPT

Tableau GPT & Tableau Pulse

Einstein GPT

Skill Up on AI with Trailhead



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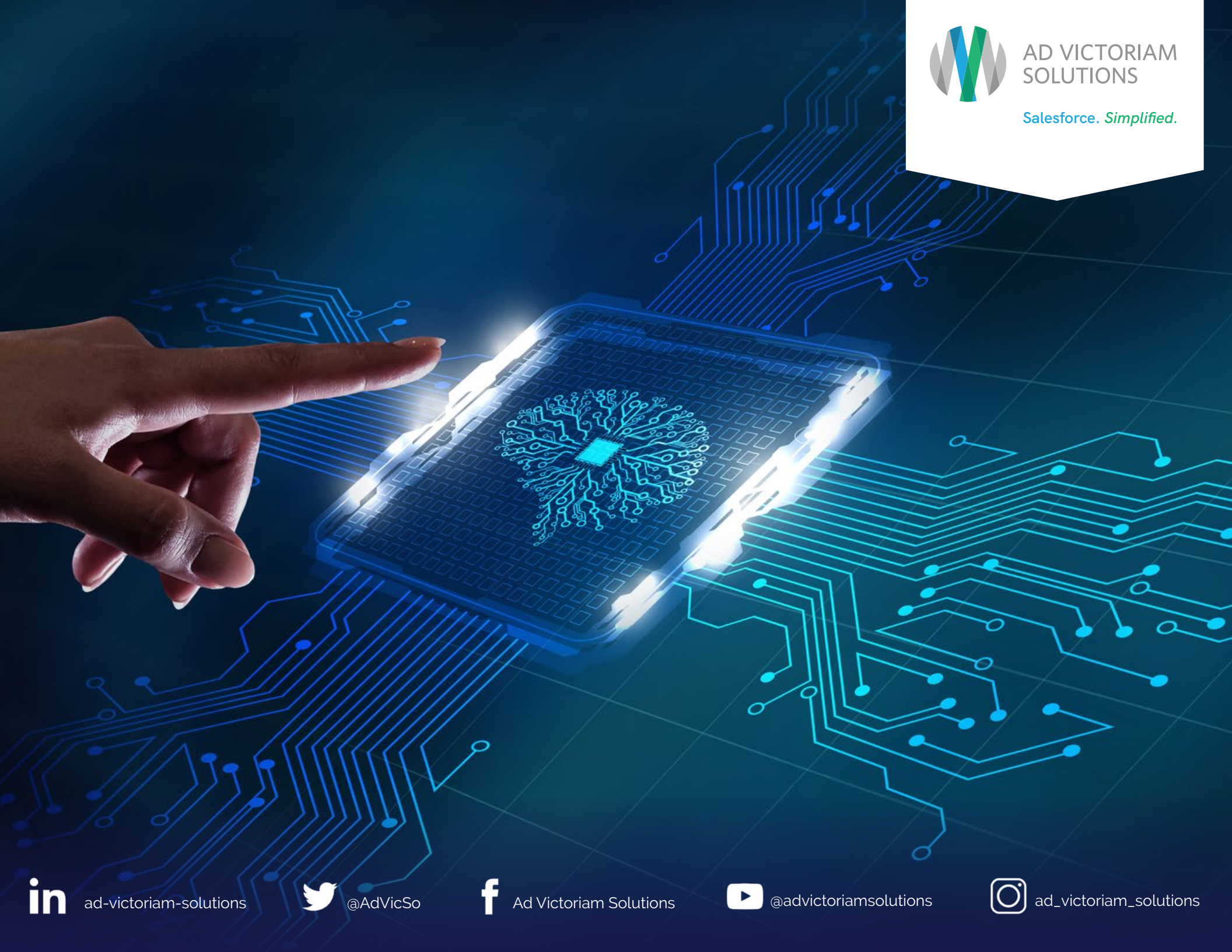
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