

Predictive analysis, AI chat bot and marketing campaigns Used for Salesforce

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Abstract: In the current scenario, data is going to be generated in massive quantities. Salesforce utilizes data to assist customers in building their own businesses to facilitate growth in the present age. However, both the present and future rely on technology and robotics. AI and machine learning are employed in Salesforce to facilitate a better understanding of CRM (Customer Relationship Management), which means establishing a connection between the customer and provider. Salesforce acts as a service provider, offering cloud services similar to Amazon Web Services Google, Microsoft Azure, and cloud etc. Salesforce employs AI technology for accessible predictive analysis, sales enablement, customer service chatbots, marketing campaigns, etc. Predictive analysis helps forecast future events by examining customer information. This approach aids in addressing future questions. AI assists in gathering unnecessary data for customers and creating a dataset, as well as analyzing the data to support better decision-making and enhance outcomes across their business. Customer service chatbots utilize artificial intelligence to facilitate human interactions. The functionality of chatbots includes: Automated Support, Instant Responses, Personalized Interactions, Task Automation, and 24/7 Availability, etc. Marketing campaigns consist of strategic activities that promote a business's objectives or goals. In today's landscape, a significant portion of this collaboration among various marketers can be accomplished using cloud-based applications and tools.

KEY WORD: Predictive Analysis, Customer Service Chat Bots, Marketing Campanings For AI;

INTRODUCTION

Predictive Analysis:

The predictive analysis is used to business purpose to help customer analysis for what happened in the future and what happen in future needs. company are analysis

the collect all the previous year data or information and analysis the data and the reports of collect all data to predict aspect for companies.

The company are collecting data and raw information store as a set because that will be answer any Question to apply various techniques are used machine learning, data set, artificial intelligence, and data mining to create predictive models.

All the predictive analysis used by dataset for pattern and predicts. but the company already collecting all raw data for customers just like personal details, social media data and other browsing history to purchasing to make a better decision int the future

Whenever predictive analysis for predict future aspect of the company. then we are recruit and company are analysis for customer data and their future needs.

Predictive analysis was used for AI to store the data of customer and predict future need for company.

*PRIDICTIVE ANALYSIS IS USED:

The predictive analysis does not used by most of the company because the predictive analysis out of reach for most of local companies but recent changes of the technologies and add some of the technology just like machine learning and Artificial intelligence then predictive analysis is easy to accessible and easy to useable.

But in present scenario predictive analysis is used only 56% American companies are used. there are used only for the critical movement. In the expectation of global marketing aspect to open the new window about 25.95billion of the 2023 and future around 5.95 billion of the new customers

That all common entry point of predictive analytics tools in cooperation related with a profession. that will be related for the customer relation management (CRM) channel. Using the CRM system to making to predict customer experiences for marketing and sales channels. then we are including customer behaviors, customer used by the product or spending time to search opportunities for sell the product and reduce optimize the content just like – Netflix, Amazon prime they recommendation for show to enjoy a customer to watch history.

The company or business society are used for reduce risk and easy to make decision in the future for example: A bank has pledger for customer data just like – customer status, income, credit score. that will predict high or low risk involved also conduct willing to offer what interest rate and Used machine learning to spot to check risk involved. how much invest in the organization

*IMPORTANCE OF PRIDICTIVE ANALYSIS:

Businesses and governments' data is seen as a gold mine of knowledge that may be utilized to enhance customer experience, steer decision-making, and establish competitive advantage. Raw data, like it may be used. gold ore, must be refined before the true worth reveals itself only after the dusting off the soil and extraction of the priceless insights. Data analytics is the entered field. Companies often create reports on everything from corporate finances to inventory management and personnel performance using these forms of data analysis. Descriptive analytics—such as how many times a post is liked, shared, or retweeted—can also monitor aspects like social media performance.

Predictive analytics provides answers regarding what might come next. Predictive models examine the factors most likely to affect future outcomes to accomplish this. Once all the data, variable has been measured, a statistical model is developed.

Predicting future goals depends on data, and different data will assist to satisfy company demands. Data will be important for predict future goal and various data help to achieve company needs.

Advantages of predictive analysis of salesforce

1. Enhanced Decision-Making:
 - By means of predictive analytics, raw data is converted into practical insights, therefore allowing companies to base decisions on data instead of instinct.
 - Forecasting future results helps to proactively tackle possible issues and refine tactics.
2. Improved Customer Experience:
 - Predictive analytics allows for the customization of interactions and the adaptation of products by the assistance it provides in grasping consumer behavior and preferences.
 - Stronger experiences can be provided by businesses that anticipate consumer demands, and closer relationships with customers can be established
3. Enhanced Fraud Detection:
 - Predictive analytics can spot dubious patterns and anomalies that could point to fraudulent behavior.
 - Businesses can limit financial damage and preserve their image by actively looking for possible fraud.
4. Risk Reduction:
 - Businesses these are predictive analytics spot possible dangers and weaknesses, hence enabling them to act proactively to reduce those risks.
 - Businesses can lower the probability of negative results and safeguard their interests by foreseeing possible issues.

*Customer Service Chatbots:

Organizations utilize an automated system known as an AI-powered customer service chatbot to mimic human interactions using artificial intelligence (AI), therefore guaranteeing that support is given right away, questions are answered, and problems are resolved—usually with 24/7 accessibility. Chatbots handle automated support for routine consumer questions, 'more difficult problems being concentrated on by freeing human agents' freeing. Chatbots offer quick answers to frequently asked inquiries, hence lowering customer wait times. Chatbots guarantee that

help is always accessible, so consumers may seek it. At any moment, chatbots can learn from previous experiences. contacts and consumer information to give personalized support. Chatbots can automate activities including order tracking, product recommendations, and troubleshooting. Natural language processing (NLP), which powers chatbots, lets them intuitively and conversationally answer consumer questions. Through interactions, machine learning (ML) enables chatbots to develop.

Examples of AI-Powered Chatbots:

Chatbots can assist consumers follow their orders, review shipping status, and get changes. Chatbots can offer pertinent goods or services depending on past purchases or browsing behavior. Chatbots can help consumers walk through troubleshooting processes for typical problems. Customer Support: Chatbots can escalate difficult problems to human agents, answer frequently asked questions and offer general information.

*MARKETING CAMPANINGS FOR AI:

Every day, the attention of customers is being competed for by millions of businesses. A challenge is presented to cut through the plethora of messages found in digital and traditional media spaces. By regularly build a relation of the customer, visibility can be improved by a business. This communication is primarily achieved through marketing campaigns.

Sets of strategic activities that promote a business's goal or objective are known as marketing campaigns. A product, a service, or the brand could be promoted by a marketing campaign. Company conducts most of the planned products and devices for offspring

are diverse. Various channels, platforms, and mediums are employed by marketing campaigns to enhance impact.

Businesses might execute campaigns that utilize print company, industries, online ads, email, in-person demos, and more. Each campaign will differ based on the specific objective. Nevertheless, the messaging and tone of any particular campaign will be closely associated with the tone of the business. Every day, millions of businesses strive for the attention of customers. It is challenging to penetrate the multitude of messages present in digital and

traditional media environments. By consistently engaging with its target audience, a business can boost its visibility. This engagement is mainly facilitated through marketing campaigns

*Useful Tools for Marketing Campaigns:

Various types of marketers are united by marketing campaigns. Some may show specialization in inbound marketing, while others may concentrate on the specifics place, industrials marketing, content marketing, or other fields.

Much of this cooperation between different marketers can now be accomplished through cloud-based applications and tools. Therefore, it will be easy employment for companies, remote marketing personnel or adopt hybrid business models.

The organization of on-site marketers operating from the office and others working from remote locations can be observed within marketing teams. Effective marketing collaboration tools are utilized to assist remote and local marketing teams in attaining the highest level of productivity while collaborating.

The productivity of the marketing department is enhanced by other marketing tools in various ways. Numerous tasks within a marketing campaign can be labor-intensive if performed manually. Thanks to robotic process automation, marketing teams can save time on these repetitive tasks.

The devises are qualified market campaigns just like industries, online advertisement etc.

CONCLUSION

This Research present all the content and key point helps for customer future Question and Answer and predict further needs in the customer. Analysis all customer data, history of the mobile and browser search are collected. Analyzing the data to understands future business. In predictive analysis are overcome future needs.

Service chat bots are available for 24/7 enable for service and provide Question's Answer. Ai chat bot first analysis the Question and then provide a vary suitable answer for customer and helps better decision.

Marketing comparing are used for market analysis means analysis the market revenue and terms.

Marketing campaign also finds out digital and traditional media spaces. By regularly communicating with its target audience. This communication is primarily achieved through marketing campaigns

All terms we are explain very important for a salesforce to builds a relation for customer. when we are analysis all the data for customers.

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