# Grazitti Interactive®
Marketing for Digital Natives

# AI-Powered Excellence, Customer-Centric Solutions

The rise of AI has transformed industries worldwide, and embracing this technological wave, Salesforce introduced Salesforce Einstein.

Einstein's capabilities extend far beyond mere automation, offering advanced data processing, precise predictions, tailored recommendations, and in-depth insights to guide strategic decision-making.

This AI powerhouse seamlessly integrates across Salesforce's array of cloud products, making them more efficient and effective.

However, delving into the world of AI can be complex. That's where Grazitti Interactive steps in!

As a Salesforce Crest partner, Grazitti Interactive specializes in simplifying this journey. We offer expertise in transforming various Salesforce Clouds with AI, including:

- Marketing Cloud
- Revenue Cloud
- Sales Cloud
- Commerce Cloud
- Service Cloud
- certinia
- Engagement Cloud

salesforce

# Our Off-the-Shelf AI Solutions for Salesforce Clouds

Our bespoke AI solutions are tailored specifically for Salesforce Clouds, helping you to leverage the true ROI from your Salesforce investment and drive more results.

## Case LLM Utility

Streamline case handling by automatically populating fields, enabling agents to resolve cases 3x faster.

## Einstein Bot & GPT Integration

Enhance bot responses by integrating GPT, improving overall interaction quality.

## Chat Summary

Increase agent efficiency and productivity with AI-generated summaries for any task or interaction.

## Article Creation Automation

Empower your Agents with real-time Knowledge Base article generation using ML-driven tools, enhancing your knowledge base effortlessly.

## Einstein Service Replies

Streamlines customer interactions by generating chat replies and drafting emails from recommended Knowledge Base articles, directly from the Case page.

## Voice-to-Text for Service Calls

Use voice recognition technology for real-time transcription of service calls, facilitating comprehensive call documentation, analysis, and follow-up actions.

## Fraud Detection

Identify suspicious patterns in service requests using AI, safeguarding the business and customer interests.

## Meeting Notes Evaluation

Integrate Zoom for gathering meeting transcripts, then utilize AI to summarize notes and extract key insights for agents' swift reference.

## Case Details Recording

Integrate AI and AWS to retrieve crucial case information during customer calls, automatically populating Salesforce with prefilled case details.

**Explore More**

# Elevate Your Business With Grazitti's Salesforce AI Expertise

| 30% | 30% | 22% |
|---|---|---|
| Increase in Overall Agent Efficiency | Faster Case Resolution | Boost in Customer Satisfaction (CSAT) |

## Optimize Your Salesforce Ecosystem With AI: Tailored Services for Maximum Impact

| | | |
|---|---|---|
| AI Consultation | AI Implementation | AI Integration |
| AI Customization | AI Configuration | AI Support |

## Certifications and Partnerships

| | | |
|---|---|---|
| iSG Provider Lens® | NelsonHall NEAT Leader 2024 Salesforce Services Marketing Cloud | salesforce CREST PARTNER |

## Why Choose Us?

**1100+**
Customers
Served

**1200+**
Experienced
Professionals

**50+**
Integrations with
Leading Platforms

**800+**
Projects
Completed

## About Grazitti Interactive®

Grazitti Interactive is a Digital Innovation leader with extensive experience in enriching customer interactions, designing engaged communities, enabling digital marketing, and driving data-driven decision support. We are proud to have served digital innovation needs of over 500 global customers including many Fortune 500 across Technology, Banking and Financial Services, Healthcare, Travel, and more.