

C3 Generative AI for Salesforce

Supercharge Salesforce Investments with Unified Knowledge Source

C3 Generative AI for Salesforce is a unified knowledge source that enables sales professionals to rapidly locate, retrieve, and act on enterprise sales data and insights from Salesforce through an intuitive search and chat interface.



Rapid Access

to relevant, critical, and high-value insights across disparate datastores, applications, and information systems



Tailored for Sales

models combining industry and sales expertise to help enterprises achieve critical business outcomes



Enterprise Grade

data security, access controls and flexible deployment allow enterprises to meet strict security and privacy requirements



Future Proof

investments with a LLM-agnostic architecture and ability to integrate and leverage existing data and software investments

Sales organizations leveraging Salesforce need to manage diverse data sets and a growing number of Salesforce instances to meet their sales goals. Sales leaders, account executives, and customer success teams find it increasingly complex and time-consuming to navigate large volumes of Salesforce data and locate relevant insights.

C3 Generative AI for Salesforce provides a prebuilt Salesforce connector and domain object models that make siloed Salesforce data instantly accessible via an intuitive search and chat interface. Sales professionals can ask questions in natural language and receive accurate answers ranging across pipeline performance, deal insights, customer stakeholders, sales activity, and training materials.

C3 Generative AI for Salesforce is an enterprise-ready solution with support for both structured and unstructured data, an LLM-agnostic architecture, deterministic responses with source references, and granular enterprise access controls. C3 Generative AI for Salesforce offers rapid configurability with a Salesforce connector and domain object models.

Use Cases

- **Get pipeline analytics** to inform pipeline quality and focus sales efforts on the right opportunities and people
- **View deal specific information** related to deal health, status, and momentum designed to increase sales productivity
- **Improve forecast visibility** with easy access to see your committed pipeline, slipped deals, and deals that are gaining or losing momentum
- **Track activity** and get actionable insights about customer interactions from Salesforce, emails, and calendar
- **Analyze deal stakeholders** to help salespeople ramp quickly and identify key stakeholders and champions to get the deal closed faster
- **Access all information** about your contacts, leads, and accounts with flexible Generative AI search
- **Focus your outbound and inbound pipeline generation efforts** on the best prospects
- **Quickly access insights** from anywhere in your sales stack, including Salesforce, sales enablement collateral, sales activity data, and siloed data sources

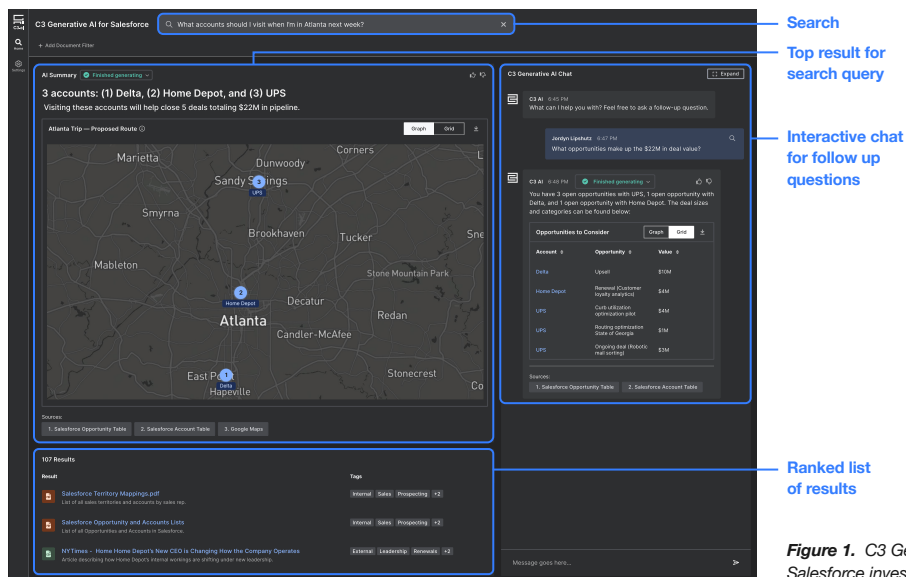


Figure 1. C3 Generative AI for Salesforce helps supercharge existing Salesforce investments by accelerating time to insight for sales professionals.

Ready to Deploy Today, Results in 12 Weeks or Less

Visit C3.ai/Generative-AI