

## 7Targets Goes Serverless in the AWS Cloud to Achieve AI-Based Email Assistant

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

7Targets is a leading sales tech platform focused on sales force efficiency and productivity using its patented AI-based lead nurturing solution. It has a flagship product 'AI Sales Assistant' which can write emails and do follow-ups with the leads as well as read the received responses and act accordingly.

### Customer challenge

Being an email-based AI Assistant, 7Targets wanted to make sure that a scalable and working solution is created to send and receive emails. The received email is read, categorized, understood and entities extracted from. So that further action can be taken by the assistant.

### But they were facing the following project-level challenges:

- ☐ Ability to send email evenly distributed over time to avoid sudden spike
- ☐ 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.
- ☐ Setting up a pipeline for continuous deployment with proper testing in the pipeline.



# 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

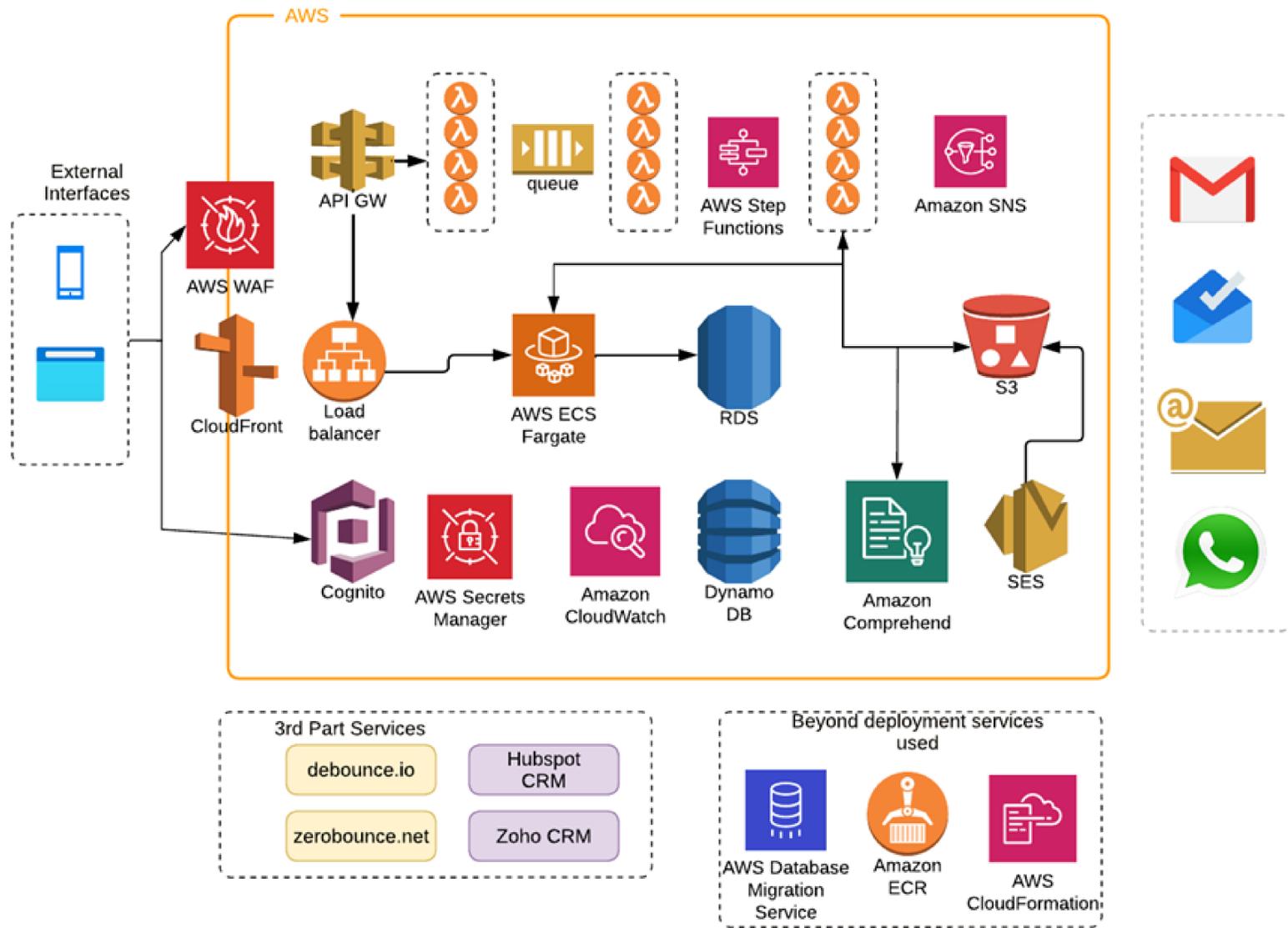
-  Debounce and Zerobounce API are used to validate the emails of each lead. This is the first step in the process-lead step function.
-  3rd party CRM like Hubspot and ZohoCRM is used and the 7Targets AI Assistant solution interacts with those solutions

## 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

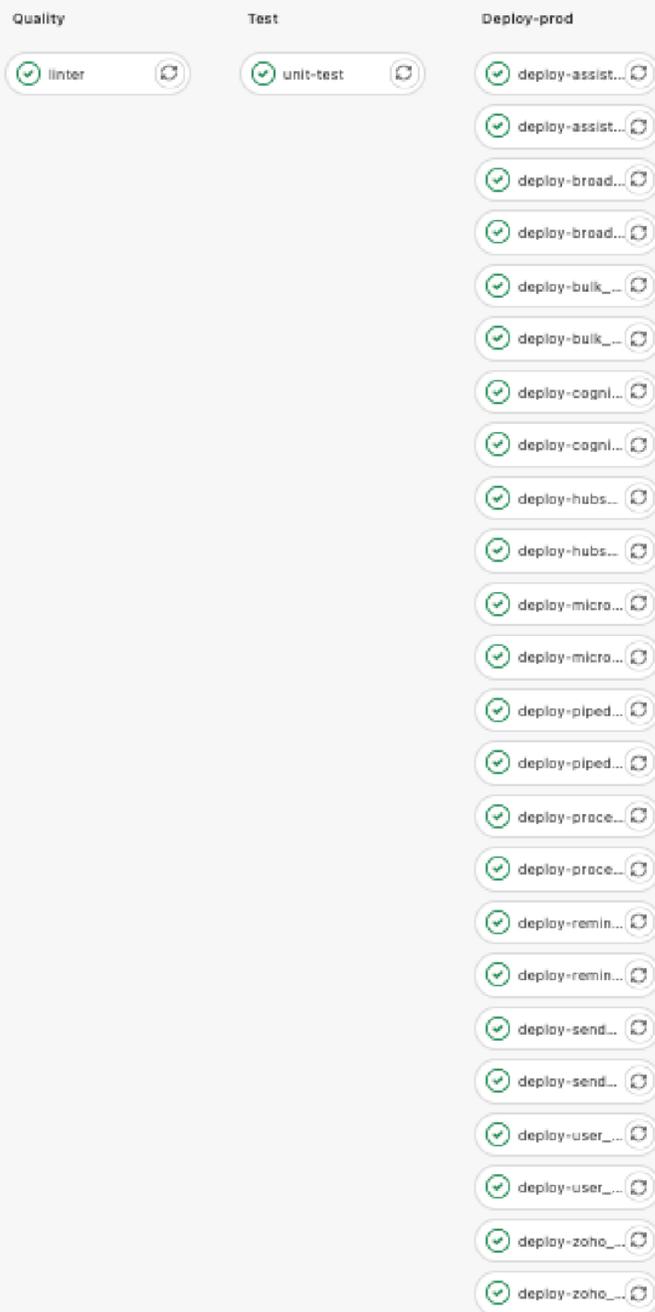


## Benefits

- 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



# Deployment Pipeline



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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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