fishbowl®
SOLUTIONS

ENTERPRISE SUPPORT PROVIDER

Customer
Leading Enterprise Support Provider

Industry
Software

Worldwide Employees
34,000

Revenue
$3 Billion

Products & Services
Fishbowl GenAI Middleware
Mindbreeze
Oracle Digital Assistant
Azure OpenAI

Empowering Marketing and Sales with AI: Fishbowl Solutions' Transformation of Enterprise Support Provider

A leading enterprise support provider sought to leverage artificial intelligence (AI) to enhance their marketing and sales processes. The goal was to empower their teams to generate content more efficiently, streamline communication, and ultimately improve customer engagement. Fishbowl Solutions was chosen as the partner to facilitate this transformation by implementing AI-driven solutions tailored to their needs.

BUSINESS PROBLEMS

Our client faced several challenges in their marketing and sales operations:

- **Manual Content Creation:** The marketing team spent significant time drafting content for campaigns, which delayed the time-to-market.

- **Inefficiencies in Customer Engagement:** Sales representatives needed better tools to identify ideal customer profiles quickly and tailor their communications.

- **High Operational Costs:** The manual aspects of content generation and customer engagement resulted in higher costs and resource allocation.

SOLUTION HIGHLIGHTS

To address these challenges, Fishbowl Solutions proposed a comprehensive AI strategy that included:

Proof of Concept (PoC) for Marketing AI:

- **Content Generation:** Implemented AI tools to repurpose existing marketing content into new promotional materials and communications.

- **Integration of Mindbreeze and Microsoft Teams:** Created an environment where the marketing team could interact with AI within familiar platforms.

- **Pre-Prompt Engineering:** Used sample prompts from our client to improve content relevance and effectiveness.

Sales Enablement Use Case:

- AI for Customer Profiling: Leveraged AI algorithms to analyze CRM data and identify high-potential customers based on historical success metrics.

- Enhanced Communication Tools: Developed chat interfaces through Microsoft Teams for real-time interactions and information retrieval.

Middleware Solutions:

- Fishbowl's GenAI Middleware was implemented to ensure seamless integration and operational efficiency. This middleware enables access to AI functionalities across various applications, enhancing content personalization and speed.

R E S U L T S

- Enhanced Efficiency by streamlining content management processes, reducing redundant tasks, and enabling faster response times
- Advanced security capabilities ensured that sensitive customer data remained protected.
- Ongoing scalability, allowing future growth without loss of performance.

By implementing AI-driven strategies, our client achieved significant efficiency gains, improved customer engagement, and a competitive advantage. Fishbowl Solutions' expertise in generative AI enabled them to optimize their marketing and sales operations, paving the way for future growth and innovation.