

## Customer Research

Generate

In-depth research report that drives deep into the psyche of your target customer so you can create a top quality book in your market

What is your book topic?\*

Vending Machines Business

What is your general target demographic?\*

Beginners

What are some similar books or articles on this topic?  
separated by commas. ⓘ

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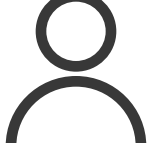




## Targeted Toward Beginners

### Introduction

Welcome to the customer research report for the vending machine business analysis.

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### Team Composition

-  2 Full-stack Developers
-  1 Project Manager
-  1 AI Prompt Engineer
-  1 UI/UX Designer
-  1 QA Engineer
-  1 DevOps Engineer

# AI-based Tool for Comments Generation

## About the Client

heet.ai is an AI-powered solution for optimizing B2B sales processes and building trustworthy relationships with clients at scale. The software is widely used by sales and marketing teams to automate outreach on LinkedIn, grow social presence, and accelerate sales pipeline.

## Technologies Used

Backend: NodeJS

Frontend: React.js

Cloud Infrastructure: AWS

Prompts Engineering: OpenAI GPT, LangChain

Data Processing: Apache Kafka

# Results and Achievements

## 1. Content Generation Tool

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Initially focused on LinkedIn comment generation, we began by selecting the most suitable Generative AI (GenAI) model. After conducting extensive benchmarks, analyzing user behavior, and evaluating data outputs, we chose the ChatGPT model as the foundation of our tool.

## 3. Custom CRM with Unified Dashboard

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To streamline operations and provide users with a comprehensive overview of their outreach activities, we developed a custom CRM. The dashboard includes features such as total leads, active users, and team management tools, offering a centralized hub for tracking and optimizing efforts.

## 2. Prompt Engineering

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Our team developed and refined best practices for crafting high-performing prompts. This effort expanded beyond comment generation to include the selection of the most relevant and engaging posts for users, ensuring optimal outcomes.

## 4. Prompt Builder Page

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Enhancing customer experience (CX) was a key priority. We introduced an intuitive prompt builder that allows users to tailor their comments to specific topics and objectives effortlessly. This feature ensures alignment with users' goals and simplifies the comment creation process.