



**Deloitte.**  
Digital

# GenAI Customer Segmentation + Salesforce Data Cloud Bring Your Own Model

Super-charge your customer data science capabilities and build hyper-personalized segments with industry-specific models focused on bolstering acquisition, engagement and growth that connect directly into Salesforce for easy activation

## FEATURES

### Bring Your Own Model (BYOM) Deployment to Einstein Studio

Fuel Data Cloud's Einstein Studio with your own AI/ML cloud native models, generated on the breadth and depth of your own data sets. Leverage a cloud native ML framework and inferencing solution, with an easy no-code interface, to easily integrate machine learning models into Salesforce.

### Deloitte Data Science Model Accelerators

Industry-specific data science model accelerators to address Marketing & Personalization use-cases across channels, including Digital, Customer Service and Stores. Execute against goals such as acquisition, retention, and revenue growth. Accelerators also include automated machine learning pipelines for model development and model governance for trustworthy AI.

### Data Cloud Ingestion Router

The Data Ingestion Router provides direct access of first party customer data to data scientists in cloud storage or data warehouse without tedious, costly, and error-prone ETL jobs.

### AI Driven Flows

Seamlessly deploy advanced data science insights across Salesforce and facilitate end-to-end flows. Improve process efficiency through better visibility, improved data fidelity by supporting real-time and streaming scenarios and ensuring trustworthy AI while reducing labor overhead through lower training efforts.

### Deloitte GenAI Customer Segmentation

Deloitte's GenAI Customer Segmentation capability enables you to better understand your customers, using your Salesforce data and other first-party customer data combined with rich third-party data sets. Deloitte's cluster models quickly build AI segments and utilize GenAI to create marketing-friendly segment names and descriptions for downstream consumption.

### Send GenAI Customer Segmentation Outputs to Salesforce Data Cloud using Bring Your Own Model

Send segment data back to Salesforce Data Cloud and integrate segment labels with customer data to activate segments and enhance personalized marketing strategies, optimize customer engagement, and drive targeted campaign efforts.

## BENEFITS



Address niche business specific needs, market conditions and customer behaviors by seamlessly plugging data science insights directly into Salesforce



Accelerate business outcomes through AI powered predictions of customer behavior and integration in Salesforce end-to-end workflows



Reduce technical overhead without adding expensive resources usually required to integrate disparate systems



Streamline AI workflow and empower data scientists with easily accessible customer data in cloud native ML frameworks



Combine 1<sup>st</sup> party and 3<sup>rd</sup> party data to build comprehensive segments based on specific business needs



Enhance understanding of customer base using GenAI to quickly generate segment names and descriptions for downstream consumption

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