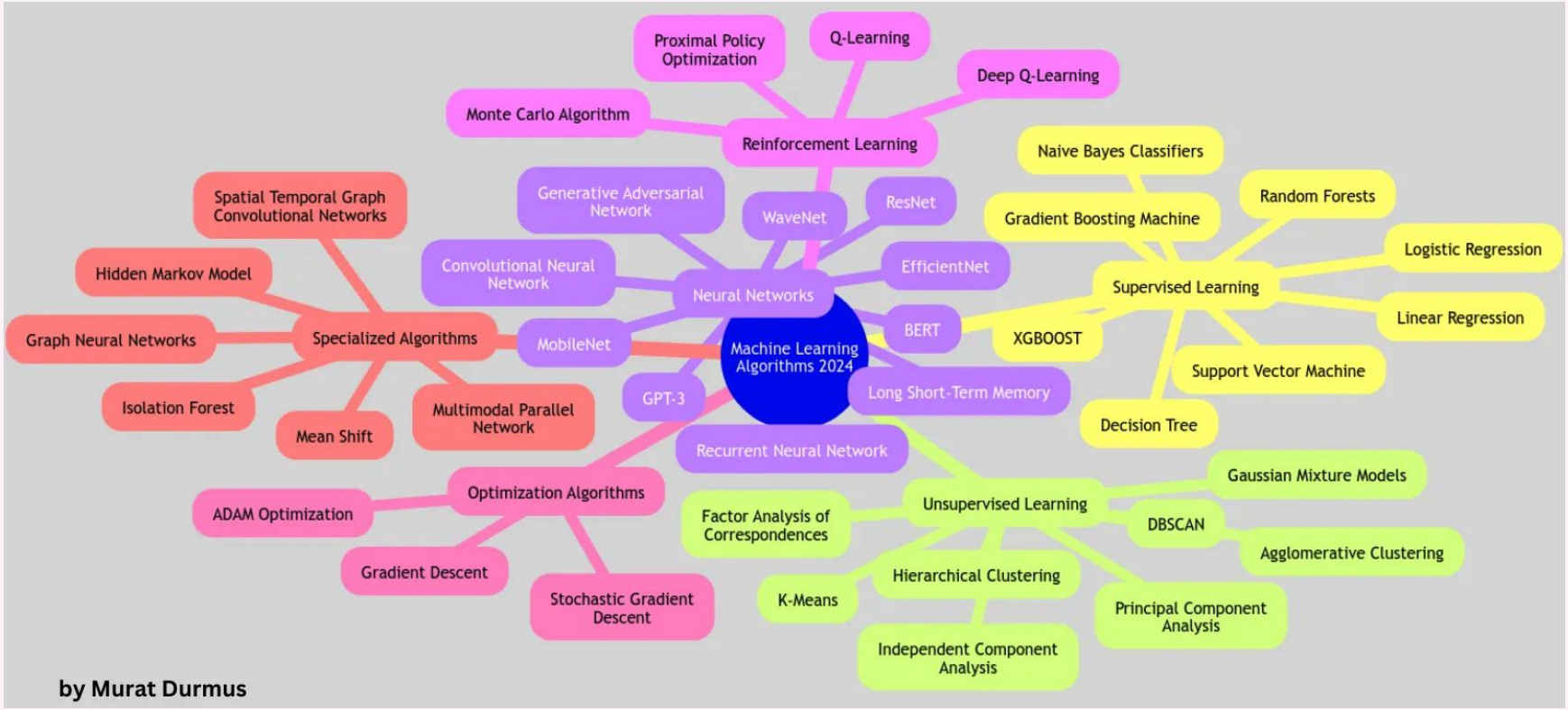
make

Transformujte svojí práci pomocí AI a automatizace

Lukáš Drápal
Staff Machine Learning Engineer

Vybrané Machine Learningové metody



Vision

We are building a world where *everyone* has the power to innovate without limits

Agenda

- Úvod do Make
- Automatizace
- AI a Automatizace

Make in a nutshell

1m+ Users worldwide

180 Countries

2000+ Connectors

Backed by celonis

- Leader in process mining and pioneer of execution management
- $13b valuation

Our Customers

Personio · SoftBank · BNY MELLON · JELLYSMACK · Spotify · LIONSGATE

Our Reviews

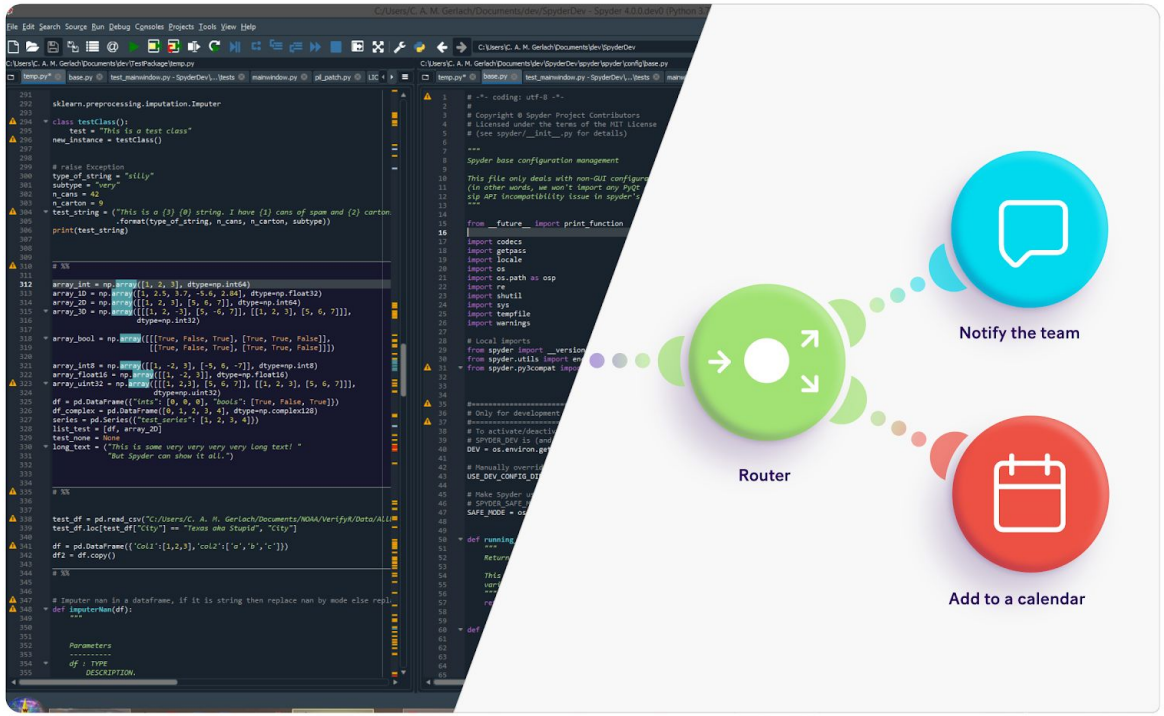
Captera
4.8 ★★★★★

Gartner peerinsight
4.8 ★★★★★

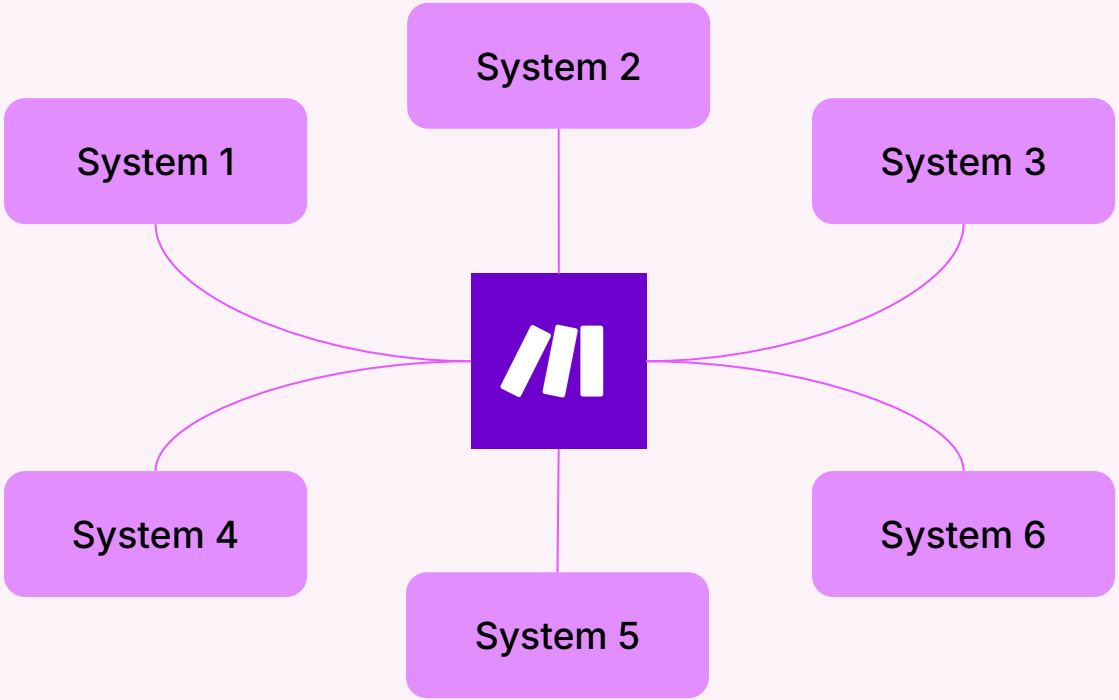
GetApp
4.8 ★★★★★

G2
4.8 ★★★★★

Users Love Us


Notify the team
Router
Add to a calendar

Where does Make fit in your organization?



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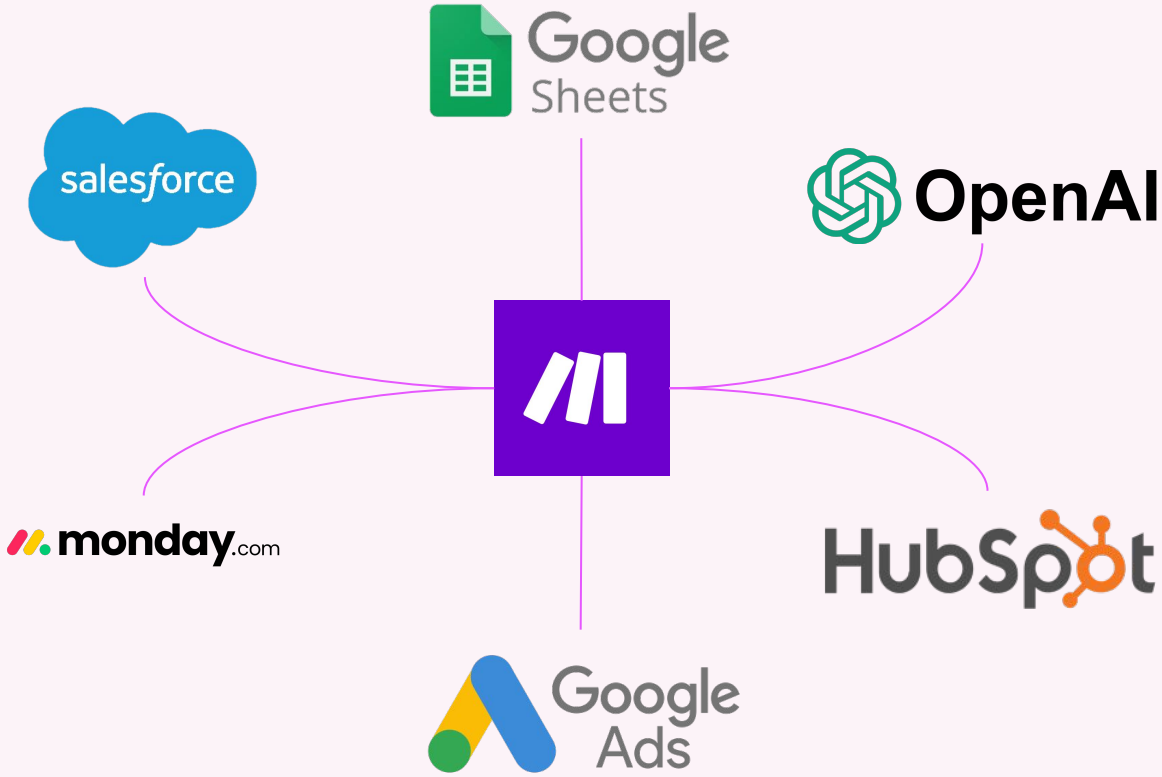
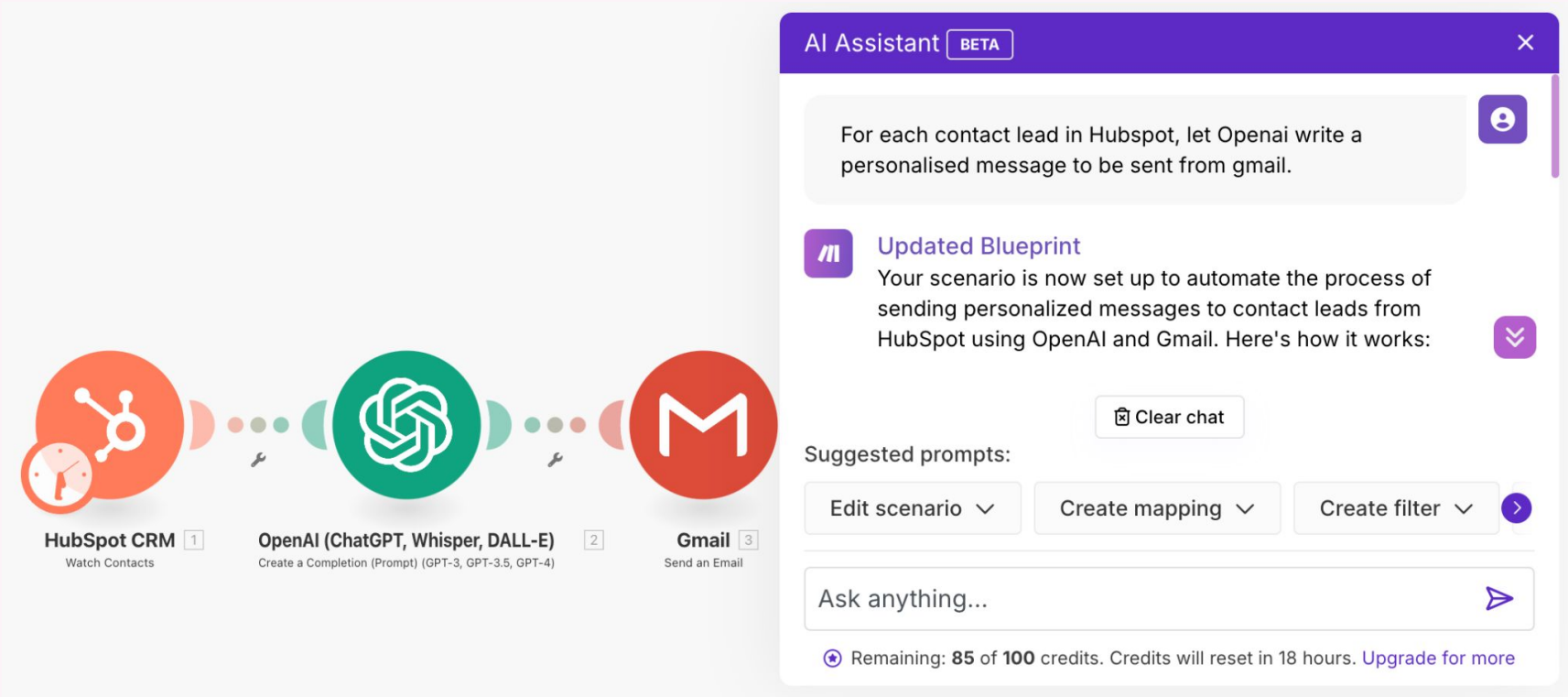


Make automates a wide set of processes

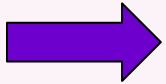
Make AI Assistant



Automatizace

Proč automatizovat?

- Úspora času
- Minimalizace chyb
- Zrychlení procesu



Soustředit se na priority

Co má smysl automatizovat?

1. Sběr leadů a formulářů
2. Plnění emailingových listů
3. Uploady konverzí
4. Plnění publik
5. Reporting
6. Jednoduché změny kampaní (aktivace/vypnutí když...)
7. Automatické postování příspěvků (AI?)
8. Generování dokumentů

⇒ Predikovatelné stabilní procesy

Co nemá smysl automatizovat?

1. Automatické postování příspěvků (??ChatGPT??)
2. Tvorby kampaní od “nuly”
3. Procesy, kde několik lidí musí něco schválit

⇒ Procesy s vysokou mírou variability

AI a Automatizace

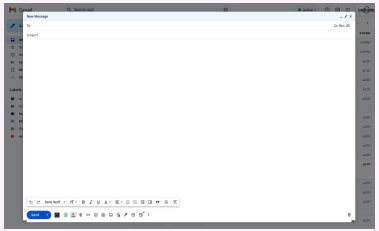
ChatGPT flow without Make

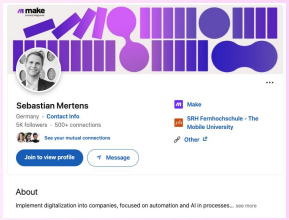
Email Outreach

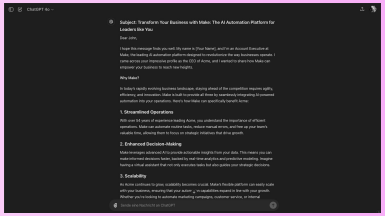
Filter Info

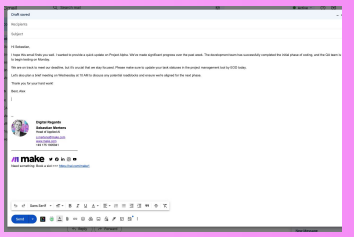
Custom Prompt

Verify and send manually









Create an Email

Search the email addresses, Copy&Paste from eg. SalesNav

Research ICP

Copy&Paste LinkedIn Profile, prepare the important info

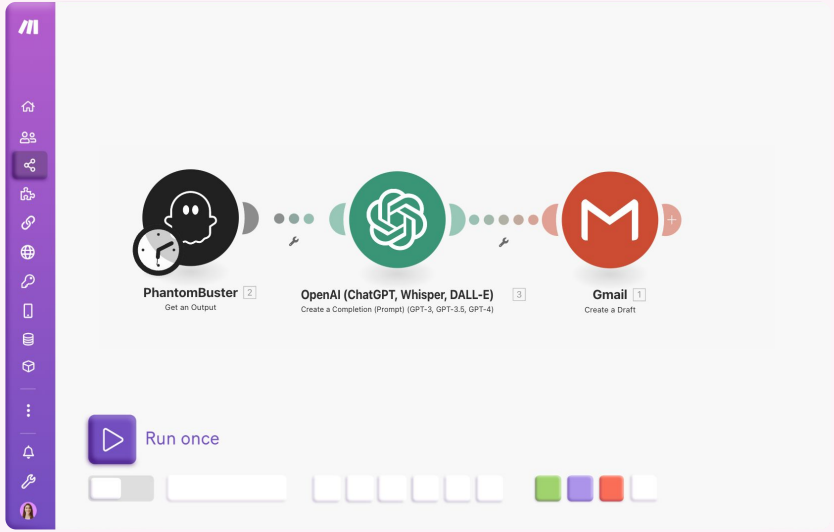
Prompt

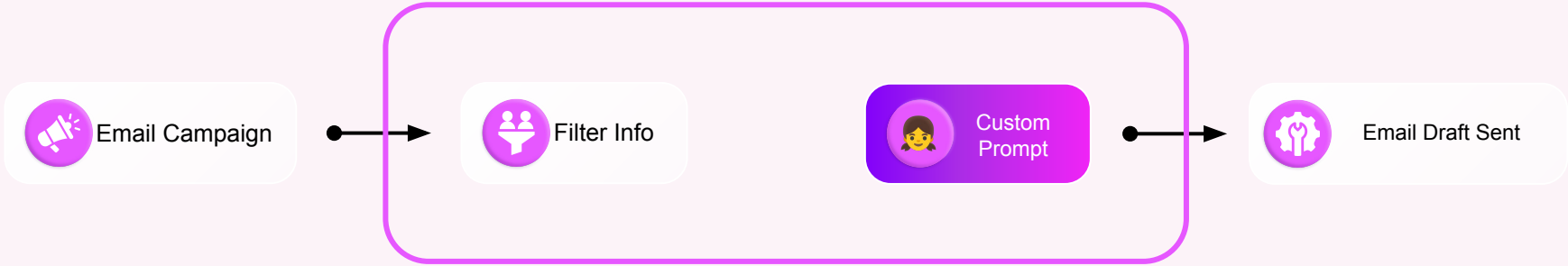
Write the prompt in ChatGPT with the LinkedIn info, Copy&Paste it back

Last check

Fix broken formats, add footer, etc.
Press Send.

Make & AI Flow


PhantomBuster
Get an Output
OpenAI (ChatGPT, Whisper, DALL-E)
Create a Completion (Prompt) (GPT-3, GPT-3.5, GPT-4)
Gmail
Create a Draft
Run once

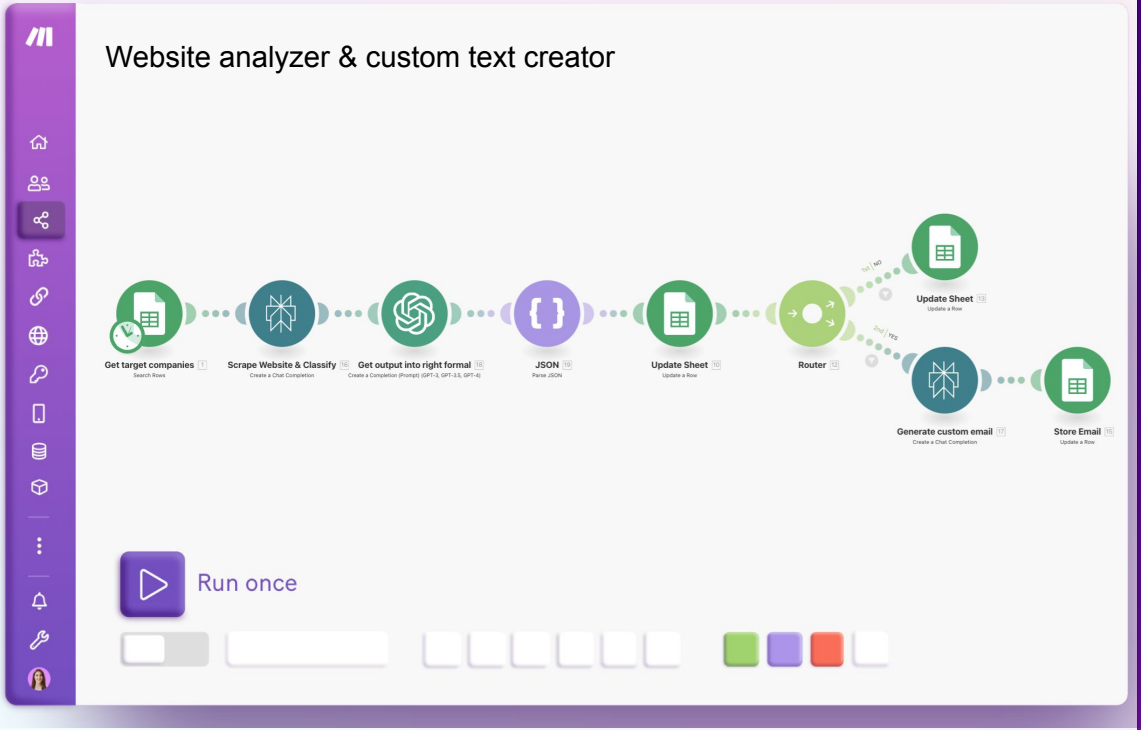

Email Campaign
Filter Info
Custom Prompt
Email Draft Sent

Chatting with AI does not execute work.

AI is only **unleashing its full power** when it is integrated into workflows.

Automation + AI | Use Case

Cold outreach to prospects



Make Use Case

In this scenario we are scraping websites to identify potential customers and utilizing Perplexity AI to generate personalized outreach messages.

What's Happening?

- Goes through a list of given URLs
- Analyses the website & classifies as a software company (Yes/No)
- Generates personalized messages to contact companies from the list

AI-driven workflows

Create sales assets

- Create sales assets
- Define problems and solutions for specific use cases
- Add imagery

Generate email responses

- Automatically read emails
- Prepare draft emails based on the content of the message received and the customer's interest in services

Automate product listings

- Generate detailed product listings with detailed descriptions and interesting titles
- Reduce manual upload of new products to e-commerce platforms

Support customers

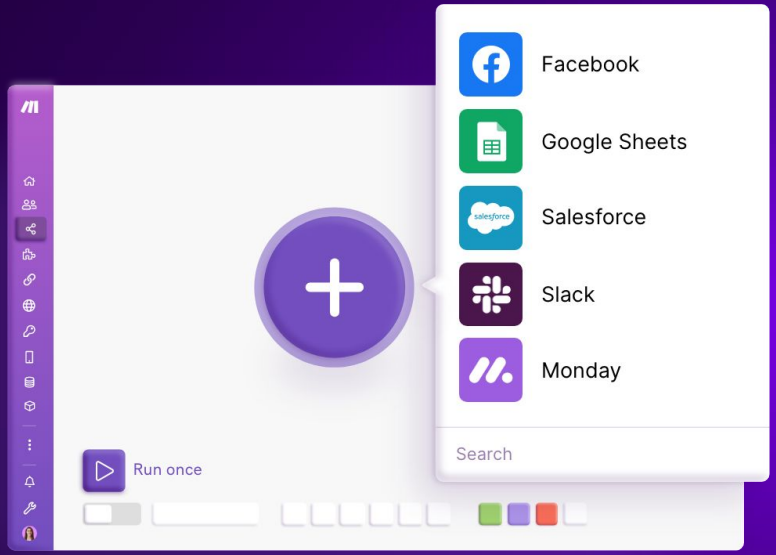
- Automate customer responses
- Reduce response time
- Increase customer satisfaction

Build effective campaigns

- Create attractive marketing campaigns with different landing pages on websites
- Focus on different customer needs and adjust outbound marketing

Extract actionable data

- Easily extract data from documents in a matter of seconds
- Increase business efficiency by automatically retrieving names, addresses, phone numbers and much more

Getting Started

1. **Sign up for Make**
   (free tier available, no card needed)
2. **Use prebuilt templates,** or start from scratch
3. Take a peek at the Make Academy
4. Consult our Help Center, support, or YouTube
5. Share knowledge in the Make Community