

AI in Seismic Products

Seismic is the global leader in enablement with a rich history of AI innovation that dates back to 2015. Back then, we introduced groundbreaking AI-guided selling innovation with Predictive Content, which surfaces content recommendations based on deal contexts such as sales stage, industry, and persona. Since then, we've also launched Aura, our artificial intelligence and machine learning (AI/ML) engine, that fuels AI-powered enablement across the Seismic Enablement Cloud™.

And we're just getting started. Today, we're introducing a wide variety of products that leverage AI to maximize go-to-market productivity and success.



Seismic Aura

Aura is powered by data that's generated from seller interactions with buyers. It analyzes data sets that are too large or complex for humans and identifies patterns, behaviors, and insights that can lead to new revenue opportunities. The result is a powerful combination of machine and human intelligence that equips sellers with context-driven recommendations that are personalized for every opportunity. Aura not only drives sales productivity, but also accelerates deal times.



Seismic Aura Copilot

Seismic Aura Copilot is our new AI package with new AI generative-powered features available to Seismic Content and Seismic Learning customers.



Seismic Content

Tagging content is critical to providing sellers what they need when they need it, but it can be a time-consuming and tedious process. With generative AI, Seismic speeds up content creation through auto-tagging content properties and generating content descriptions. Now, content creators can spend less time and effort on making their content accessible for their teams.

For our Seismic Knowledge users, auto-tagging enhances the Knowledge information retrieval capabilities by ensuring accurate tagging and context for Seismic content.

Content properties

Suggested tags

Product *: Tech X Asset type *: CSV X ✦+

Audience: Customers X

Audience: Prospects X Language: English X

Language: French X Language: German X

Language: Japanese X

[Accept all](#) [Decline all](#)

AI Powered - please use with caution. [Learn more](#)

Asset type *

Presentation

Classification *


+

Product *

Safe T

[Show all properties](#)

Details



Owner	Jim Halpert
Expert	Annie O'Leary
Format	PDF

Expires on Jul 31, 2021

Last updated May 19, 2021 3:32 PM

Description

This is the best description in the history of descriptions. If you don't like it you can edit or regenerate. Your call. If you want to delete it and save this for another time that's cool too.

[✦+ Generate](#)



Seismic Knowledge

Customer-facing reps need their information immediately. For this, Seismic's developed a GPT-3 powered product, Seismic Knowledge, to drive GTM efficiency and enhance customer experiences by giving reps in-the-moment access to bite-sized intelligence from FAQs, documents, lessons, and presentations — no matter which system or software houses that information. Seismic Knowledge's generative search provides summarized results and natural language responses at the top of a rep's search.

Reps can use Seismic Knowledge to:

- Ramp faster
- Prep for sales calls
- Answer customer questions
- Reduce knowledge silos

The screenshot displays the Seismic Knowledge interface. At the top, the Seismic logo is on the left and a plus sign icon is on the right. Below the logo is a navigation bar with a search icon, 'Bookmarks', and 'Suggestions'. A search bar contains the query 'What is Seismic Knowledge?' with a clear (X) and filter (funnel) icon. Below the search bar is a blue warning banner: 'AI powered - please use with caution.' Below that is a section titled 'Answer' with a star icon. The answer text reads: 'Seismic Knowledge is a just-in-time enablement solution provided by Seismic. It allows users to access answers, documentation, and assets within the tools they already use, such as Slack and Chrome. It serves as a searchable source of truth that connects documentation from different systems into one platform. It can highlight gaps in an organization's knowledge and inform the creation or improvement of assets and training. Seismic Knowledge is GDPR compliant and is available for Financial Services organizations. The data is stored in Microsoft Azure data centers within the United States.' At the bottom, there are links for 'View sources' and 'Was this helpful?' with thumbs up/down icons.




Seismic Learning


Training is critical for building winning teams, but creating lesson content is a time-consuming process. From information migration, to lesson design, to developing questions and other training elements, it takes a wide range of resources to create quality training content.

Enter Seismic Learning, powered by Seismic Aura. Seismic Learning generates lessons, questions, and summaries that you can modify and refine. With AI-powered learning, you can increase your enablement team's productivity while providing faster development and distribution of content for just-in-time training.

✦✦ Generate a Lesson with AI

Need help creating a lesson? Seismic Learning can get you started with an AI generated lesson based on your content or a topic.

 AI Powered - please use with caution. [Learn more](#)



To start, what kind of lesson do you want to generate?

Great! How do you want to provide the content for your lesson?



Seismic for Meetings

Meetings matter more than ever, yet there is often a blind spot when it comes to seller conversations and the content they share with customers. This leads to an insufficient, inconsistent buyer experience.

Seismic for Meetings helps you prepare, present, and follow up on every meeting to accelerate and win more deals. With AI, Seismic for Meetings assists sellers by generating post-meeting summaries, suggesting next-best actions, and recommending relevant follow-up content. It also provides analytics that offer evidence-based insights dynamically through content usage, sales engagement behaviors in meetings, and generated topics.

Overview | Transcript | Details

Meeting summary

- The team discussed outstanding questions regarding divisional content and walked through changes suggested...

[see more \(2\)](#)

Action items

- Ralph will update the subfolder auto-generate rule and apply it to each division.
- Schedule a training session for the sales team on the new product features.
- Assign specific tasks to team members and set deadlines for completion.

[see more \(2\)](#)

Content recommendations

- Value Proposition
- Product Overview Catalogue
- Feature Breakdown

[see more \(2\)](#)

Seismic | Start searching...

Meeting insights

Content | People | Topics

Total number of uses
452
▲ 12% past 7 days

Average time used
45m
▼ 8% past 7 days

Date: Jan - Mar | Select team: All | Sales stages: All

Number of uses

Content Item	Prospecting	Discovery & validation	Value / needs analysis	Procurement	Signature ready	Booked	Total
Overview of Silver Tower...	15	15	10	10	10	15	75
Why Silver Tower	10	10	10	10	10	13	63
Product Overview	10	10	10	10	10	16	56
Investment Strategies...	10	10	10	10	10	12	52
Key Differentiators and...	10	10	10	10	10	8	48

Number of uses

● Prospecting ● Discovery & validation ● Value / needs analysis ● Procurement ● Signature ready ● Booked

Q Type to search | Sort | Columns | 1-50 of 84 items

Content	Most discussed topics	Number of uses	Average time used	Percentage of people used	Most used
Overview of Silver Tower	Implementation Introduction Product demo	75	1h20m	30%	
Why Silver Tower	Onboarding Product demo	63	1h19m	24%	
Product Overview	Pricing Onboarding Introduction	56	28m	13%	

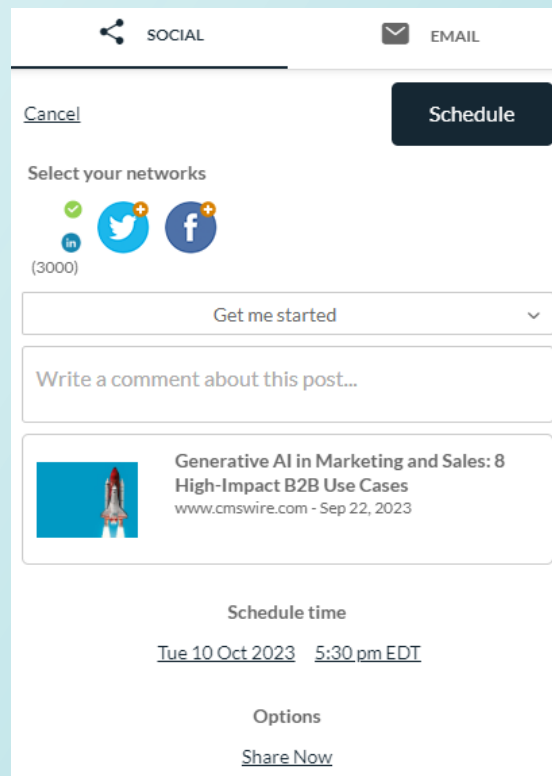


LiveSocial

Seismic LiveSocial is purpose-built for connecting with customers authentically and consistently on social media. By tying into AI, LiveSocial makes engaging on social more seamless and effective than ever.

Our latest LiveSocial improvements leverage AI to understand every shared article and immediately generate a social media post to promote it. LiveSocial's AI enhancements use parameters like the article's length, tone, and personality to create appropriate starting text.

AI saves considerable time by providing a solid foundational post, which the user can then customize for greater relevance and authenticity.



We're just getting started

Generative AI will transform how B2B companies go to market and improve efficiency and effectiveness. Building on our established leadership in enablement and AI, Seismic will continue to lead the way as an innovator, a guide to our customers, and a bridge that brings our community together.

Ready to see it all in action?

[Get a Demo](#)