

# The future of CRM: integrated & AI-powered

A dynamic, adaptive, integrated and scalable Customer Relationship Management system thanks to AI.

## DID YOU KNOW...

# 90%

Most companies utilize GenAI in their interactions with their customer base, and over 90% of **global CFOs** have increased their budgets for AI initiatives.

## FOCUS ON

# CRM & AI

New AI-driven CRM: anticipates, personalises and acts.

- **TODAY** CRM & generative AI
- **TOMORROW** CRM & agentic AI
- **FUTURE** CRM & autonomous intelligent ecosystems

## POINT OF VIEW

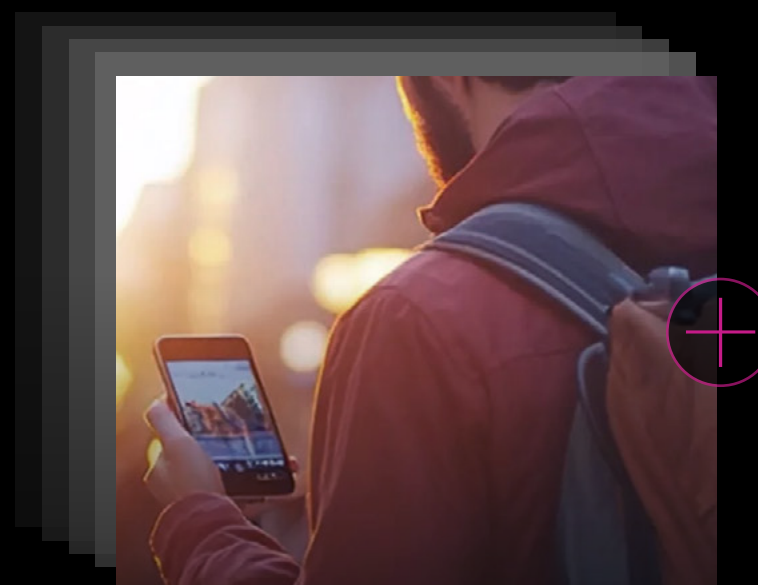
AI does not replace human intelligence, it enhances it. The competitive advantage comes from combining it with creativity and strategy.

### ENRICO MURRU

Innovation Leader & Senior Technical Manager



## REAL STORIES



### Nicolaus: enhancing the customer experience

Discover Nicolaus' digitalisation journey on our website, designed to respond to new trends in travel.