



PRESS RELEASE

CM.com is launching advanced cross-product generative AI capabilities.

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Breda, Netherlands, June 22, 2023 / PRNewswire/ - CM.com, a global leader in conversational commerce solutions, is excited to kickstart its new cross-product Generative AI platform with a group of 10 of its leading customers.

This new breed of contextual generative AI will be able to generate answers on incoming end-user questions based on a customer's domain, without the need to define comprehensive and lengthy conversational flows. Customer Service Agents using CM.com's Mobile Service Cloud will be able to experience a new generation of AI-powered assistants, generating agent suggestions and next-best agent actions, and providing a new internal knowledge base to avoid the need to look up information from both internal and external sources when engaging with customers.

A select panel of leading local corporates in different sectors has agreed with CM.com to start using our newly developed toolkit with AI applications in their sales, marketing, and service activities. In the coming months, companies like Vattenfall, Pathé, Independer, Vacansoleil, Eluscious and Yoursurprise will further integrate the new Generative AI applications of CM.com in their environments.

Whether it is a chatbot, contact center software or a marketing tool, these applications are all within the domain of conversational interaction. By their very nature, they are perfectly positioned to extract extraordinary value out of Large Language Models. CM.com already had these tools neatly integrated with one another and has been conceiving and building a platform that infuses this total offering with generative AI capabilities. Next to pre-determined internal sources like bot and agent interactions, this new service also ingests large amounts of external data from knowledge bases, websites, and various types of documentation within the customers' domain. This clever data repository is built up using *Retrieval-Augmented Generation* technology, which uses CM.com's proprietary AI models, its customers' data, and fully integrated Large Language Models connected through CM.com's integration marketplace.

"Since 2020, CM.com acquired CX Company and Building Blocks as it recognized the potential of AI applications in Conversational Commerce. CM.com has been working hard to integrate its AI capabilities. With the advent of generative AI, powered by Large Language Models (LLMs), CM.com is announcing a new chapter to its AI efforts.", says Jeroen van Glabbeek, CEO and co-founder of CM.com.

CM.com is answering the call from clients and prospects alike to embed these revolutionary capabilities in a way that surpasses simple passthrough of requests towards LLMs.

"Our goal is to offer a seamless integration of AI applications in the business models of our clients by allowing customers to automatically create a conversational AI based on their data within the CM.com platform, while also allowing them to connect external data sources. This new breed of domain-bound generative AI will have the ability to generate contextual answers, given a customers preferred tone-of-voice, avoiding common LLM pitfalls like hallucination. Our new technology will work together with other existing AI capabilities to ensure we offer clients observability, control, performance, and cost-effectiveness at scale. We want to go beyond just jumping on the ChatGPT hype and ensure thought-through enterprise-grade applicability", says Rutger de Ruiter, Head of SaaS at CM.com.

Data privacy and security are warranted through the long-term partnerships CM.com holds with vendors such as Google and Microsoft. As business partners in the development of their AI capabilities, CM.com ensures that its customers' data is under control. Topics like privacy redaction in the form of anonymization, strict SLAs, and full transparency and control through the extensive analytics and insights offered within the platform, are all taken care of to ensure security, consistency, control, and scalability throughout its product portfolio.

"Another key topic we're working on is an (un)supervised learning mechanism where the conversational AI becomes more intelligent and aware of the needs the end-customer has. Our customers have a lot of data available without them knowing it. CM.com will be integrating a mechanism in the upcoming months with a number of clients, where live agents can automatically train their business' conversational AI by simply talking to customers. The conversational AI will no longer be a separate part of a clients' customer service team. Instead, it will learn as time goes on, and it will be able to cover the questions live agents are receiving more and more without the need to define rigid conversational flows.", says Arman van Lieshout, Senior Product Manager at CM.com

The developments made so far have resulted in a fully integrated multi-engine Natural Language Understanding that works out-of-the-box for both new and existing customers. The integrations with CM.com's portfolio and CM.com's marketplace products allow for integration with all relevant external sources. The tool recognizes over 128 languages and is fully integrated into analytics and insights to provide transparency, grip, and reliability for its customers.

"Vacansoleil is happy to take part in the private beta sessions with CM.com. For us this is a natural progression of our constructive partnership and aligned with the way we work with our customers where we're always looking to make a positive contribution to them achieving their goal. A beautiful, carefree, and memorable holiday.", says Eric Kluitenberg, Senior Manager Customer Service at Vacansoleil.

CM.com is looking forward to rolling out these new capabilities in the coming period as part of its Path to Profitability, to increase its added value for its existing client base and pipeline.

For more information please contact us via: [CM.com Products for Conversational Commerce](#)

About CM.com

CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales, and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers, and increase customer happiness.

About Vacansoleil

Vacansoleil Camping Holidays is the European market leader in camping holidays. The company provides more than 110,000 holidays annually at approximately 430 campsites in 16 European countries. (In the self-owned holiday segment, Vacansoleil has a market share of 28%). Each selected campsite has a swimming pool, a restaurant, and many facilities for children whose facilities are aimed at different ages. The luxury campsites are always among the best in the country and, especially in high season, offer a lot of entertainment for children so that parents or guardians can also enjoy a carefree holiday.