



PRESS RELEASE

AI agents gain memory, customer knowledge and context

CM.com launches Customer Context Platform for European AI agents

Breda, 25 June 2026 – CM.com (Euronext Amsterdam: CMCOM) is launching a Customer Context Platform that equips AI agents with customer data, memory, knowledge and real-time context. The platform enables organizations to go beyond simply having AI respond to questions, helping it better understand customers, retain the history of previous interactions and strengthen customer relationships over time. The first live applications will be showcased on 25 June at CTRL+SHIFT in Breda. The event's name reflects a fundamental shift in AI: context, not the model, is increasingly what determines the quality of AI-driven interactions.

Organizations often hold large amounts of customer data, but that information is scattered across different systems. As a result, AI applications frequently lack the context they need to function effectively. It was from this need that CM.com developed the Customer Context Platform, bringing together data, knowledge, interactions and memory in one place.

Not just data, but context

While traditional customer platforms are primarily designed to capture customer data, the Customer Context Platform is built to give AI agents the context they need to function effectively. Beyond customer data, it brings together previous interactions, relationships, products, locations and other relevant information, enabling AI to better understand what is happening, what has occurred before and which information or action is most relevant at any given moment.

“The future of AI is not about larger models, it’s about better context,” says Jeroen van Glabbeek, CEO of CM.com. “Many organizations already have the right data, but it’s siloed across separate systems. With the Customer Context Platform, we unite that data into a single foundation for AI agents to build on. That is what will set Agentic AI apart in the years ahead: not the size of the model, but the quality of the context behind it.”

From customer data to customer understanding

The Customer Context Platform frees AI agents from relying on a single question or conversation. By combining customer data, interaction history and new insights, a richer, more complete picture of the customer takes shape. This context is used, among other things, by HALO, CM.com's AI platform, enabling agents to better anticipate needs, factor in previous interactions and deliver more personalized support. For organizations, this translates into more efficient processes and more relevant communication. For consumers, it means less repetition and a more natural experience with AI.

From insight to prediction

A key element of the Customer Context Platform is the introduction of customer-specific AI models. Trained on an organization's own customer data and context, these models identify patterns in customer behavior and generate predictions about future needs, risks and commercial opportunities.

These models can help organizations predict, for example, which customers are likely to be interested in a specific product, which are at elevated risk of churning, when the right moment for a campaign might be, or which next step is most relevant within a customer relationship. In doing so, customer data shifts from retrospective reporting to accurate, predictive intelligence ready to be deployed directly in campaigns, segmentation, workflows and AI agents.

Customer Context Platform in practice

CM.com will demonstrate this in practice at CTRL+SHIFT. As part of the Customer Context Platform, the company is introducing an updated Customer Data Platform, new AI models for personalization, conversation memory and technology that automatically extracts relevant information from conversations. Together, these innovations give AI agents deeper customer knowledge and a sharper understanding of the context of each interaction.

A European vision on Agentic AI

With the Customer Context Platform, CM.com opts for a European approach to AI, one in which innovation goes hand in hand with transparency, governance and data control.

The launch builds on earlier initiatives, including CM.com's partnership with VOLT for sovereign AI solutions and its recently obtained ISO 42001 certification for AI governance.

About CM.com

CM.com (AMS: CMCOM) is a leading European technology company that helps organizations worldwide improve customer interactions through integrated solutions for communications, payments, and AI. Headquartered in Breda, The Netherlands, CM.com serves customers in more than 100 countries and provides a scalable platform to automate and personalize customer journeys.

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