Hyper-Relevance
driven by intelligence



Automotive Omnichannel Customer Experience Powered by Multi-Agent System

Experience has become an expectation. Expectations evolved.

Experience = Essential

80 %

of customers say the experience a company provides is as important as its products and services.

Salesforce 2024 State of the Connected Consumer

GenAI = Relevance

73 %

of customers expect better personalization as technology advances.

Salesforce 2024 State of the Connected Consumer

Relevance is the new differentiator & Growth driver

Relevance = Competitive Race

50 %

of sales & marketing frontends will incorporate mature virtual assistants by 2026.

2023 Gartner report on Gen AI and Virtual Agents



The AI growth strategy: harmonize fragmented single-session solutions to enable true premium brand experiences across all touchpoints.

Our ambition:

Simplicity of use: enable human-like interactions — contextualizing them and predict individually relevant solutions

Brand consistency: one unified voice and persona across all channels

Innovation boost & data excellence: real customer real-time data of unmet needs.



Omnichannel Excellence & Hyper Relevance

The Brand Brain

Driving intelligent experiences connecting every touchpoint



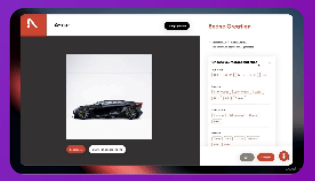
Hyper-Personalized Advertisements
SALES CO-PILOT



Ms Know it all
CONVERSATIONAL
TECHSHEETS



Luxury Exploration
CONVERSATIONAL
CONFIGURATION



Brand World Discovery
CONTENT
PERSONALISATION

CHOOSE

Omnichannel Intelligence

USE

- Unified intelligence enabling personalization across every interaction
- Scalable across brands, channels and ecosystems
- Proven to increase engagement & reduce time-to-decision



Chatbot Configurator
CONVERSATIONAL
SHOWROOM



Reassuring Resolution
CUSTOMER SERVICE AGENT



Reducing Complexity
CONVERSATIONAL CAR
MANUAL

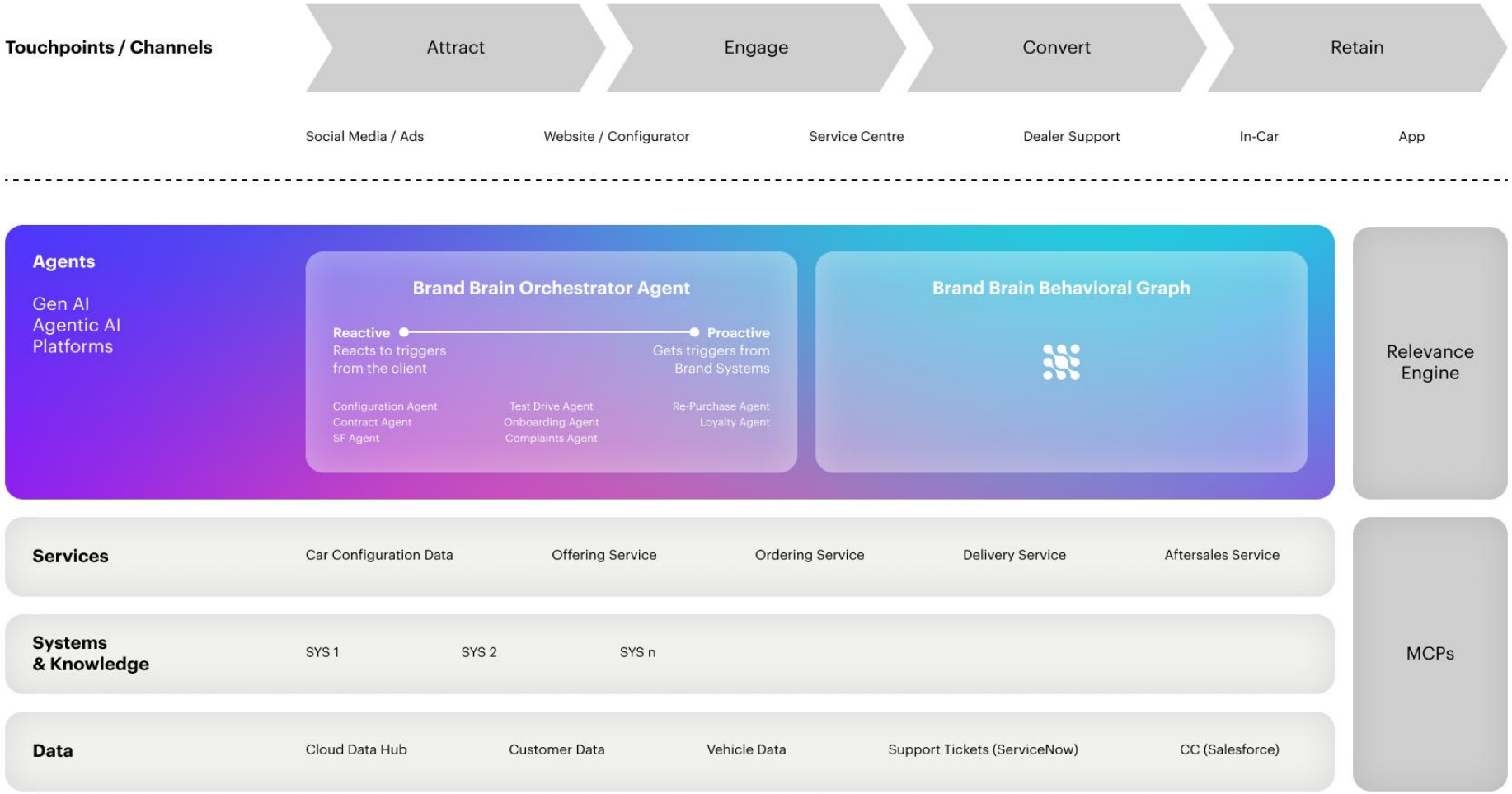


Memorable Ownership
CONVERSATIONAL
IN-CAR EXPERIENCE

02: WHAT

Connected intelligence

Omnichannel intelligence—powered by agentic AI and a behavioral graph—that integrates seamlessly with your existing systems



Future of the website…
Configure your dream car in chatGPT

OpenAI announced the new Apps SDK to incorporate branded components into ChatGPT.

The Configuration Expert and Conversational Setup based on MCP plays a crucial part in enabling your brand to be a first mover.

OpenAI Developer



Booking.com Canva coursera

Expedia

Thank you



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