



Automation of corporate communication with conversational AI

The collaboration between glacom.ai and Seeweb to support a European industrial manufacturer





03

Introduction

04

Opportunity

Solution

Multichannel AI chatbot

05

Intelligent e-mail management

Call-bot for phone management

06

Continuous and omnichannel communication

Strategic collaboration with Seeweb

07

Risultats

08

Conclusion



Introduction

In today's competitive landscape, manufacturing companies must manage a growing volume of communications from customers, distributors, and business partners. Requests for product information, order updates, technical assistance, and administrative support are essential business activities, but they often place a significant operational burden on internal teams.

Within this context, the project developed by **glacom.ai** comes into play. glacom.ai is a company specialized in the development of conversational AI assistants for customer service and the automation of commercial processes.

The project was created for a European company operating in the **production and distribution of technical components for the professional market**, characterized by an international network of distributors and a high daily volume of communications with customers and partners.

To support the development and operation of this conversational AI platform, glacom.ai chose to use **Seeweb's GPU infrastructure**, ensuring scalability, reliability, and data control within a European cloud environment.





Opportunity

The client company manages a large and complex distribution network, with hundreds of business partners and a well-established international presence. This operating model generates a very high daily volume of interactions with the market.

Every day, the company receives:

- approximately **300 phone calls**
- over **1,000 emails**
- requests from a network of **distributors and resellers** active in multiple countries

A significant portion of these communications involves recurring requests, such as product information, availability and order management, first-level technical support, logistical and administrative updates, and contact with the sales department.

Manually managing this volume of communications created several challenges, including:

- response times that were not always immediate;
- operational overload for internal teams;
- difficulty handling requests outside of working hours;
- fragmentation of information across different communication channels.

The company therefore needed to **optimize the management of interactions with customers and distributors**, while improving operational efficiency and service quality.

In this context, the opportunity emerged to introduce a **conversational automation platform based on artificial intelligence**, capable of intelligently managing communications across multiple channels.

Solution

To address these needs, glacom.ai designed and developed an **omnichannel conversational AI assistant** platform, integrated with the company's main communication tools.

The implemented solution combines multiple artificial intelligence technologies to automate communication management and improve interaction with customers and distributors.

Multichannel AI chatbot

The system includes a conversational assistant capable of handling requests from various digital channels, including web chat, WhatsApp Business, and email.

The assistant has been trained on information related to the company's products and services, enabling it to provide fast and consistent answers to frequently asked questions.

Thanks to natural language understanding, the system can interpret user requests and deliver relevant responses, significantly reducing the operational workload of the support team.





Intelligent e-mail management

The platform also integrates an **automatic e-mail analysis** system capable of:

- classifying messages based on the type of request;
- generating automatic responses in natural language;
- routing communications to the appropriate company departments.

This approach helps speed up request handling and improves the organization of internal workflows.

Call-bot for phone management

One of the core elements of the project is the implementation of an **AI call bot**, designed to automate part of the company's phone management.

The system is able to automatically answer incoming calls, identify the reason for the call through voice recognition, provide immediate responses to the most frequent requests, and transfer the call to a human operator when necessary.

The call bot can also make **automated outbound calls** for commercial and follow-up activities, such as:

- order updates;
- operational reminders;
- customer re-engagement campaigns.





Continuous and omnichannel communication

Another distinctive element of the solution is the ability to ensure service continuity even outside working hours.

For example, when a call cannot be handled immediately, the system can automatically send a message via **WhatsApp Business**, offering the customer an alternative channel to receive assistance.

The AI assistant is also designed to operate in **multiple languages**, enabling the company to manage requests from different international markets more efficiently.

Strategic collaboration with Seeweb

The development and management of a conversational AI platform require a reliable and high-performance technological infrastructure.

For this reason, glacom.ai chose to base the project on **Seeweb's GPU** infrastructure, designed to support artificial intelligence applications and high-intensity computational workloads.

The use of GPUs made it possible to:

- support the processing of the AI models used by the platform;
- efficiently handle natural language analysis and voice recognition;
- ensure scalability based on the volume of communications managed.

An additional strategic factor is the **location of Seeweb's data centers in Europe**, which ensures compliance with data protection regulations and provides greater control over the infrastructure compared to solutions based on hyperscale cloud providers.





Thanks to this architecture, glacom.ai was able to implement a **dedicated and isolated AI solution**, where processed data remains under the client's control and is used exclusively for system operation.

The combination of glacom.ai's software expertise and Seeweb's GPU cloud infrastructure made it possible to create a scalable, secure platform designed to evolve over time.

Risultats

The introduction of conversational AI assistants has enabled the company to significantly transform the management of communications with customers and distributors.

Key benefits include:



Greater operational efficiency.

Automating the most frequent requests allows internal teams to focus on higher value-added activities.



Reduced response times.

Thanks to artificial intelligence, many requests can be answered immediately, improving the experience of customers and business partners.



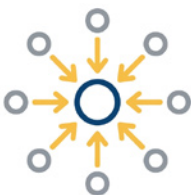
24/7 service availability.

AI assistants ensure service continuity even outside working hours, preventing missed contact opportunities.



More effective management of the sales network.

Communication automation features improve follow-up with customers and distributors, also supporting recovery and re-engagement activities.



Centralization of information.

The integration of different communication channels enables more organized and structured management of market interactions.

Overall, the platform developed by glacom.ai now allows the company to manage a daily flow of hundreds of calls and over a thousand emails more efficiently, while also improving the quality of service provided.



Conclusion

The collaboration between glacom.ai and Seeweb demonstrates how the integration of advanced software expertise and specialized cloud infrastructure can generate concrete solutions for business process innovation.

Thanks to the use of conversational AI assistants and the computational power of Seeweb's GPU infrastructure, it has been possible to build a platform capable of automating communication management at scale, while maintaining high standards of security and data control.



This project represents a concrete example of how artificial intelligence can be applied pragmatically to improve the operational efficiency of manufacturing companies and support the management of complex commercial networks.

The synergy between glacom.ai and Seeweb continues to create new development opportunities, with the goal of making intelligent communication and commercial process **automation solutions increasingly accessible to businesses.**





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