



**We turn AI into customer
growth**



About me:
Isidoros Sideridis
CEO & co-founder of Pobuca

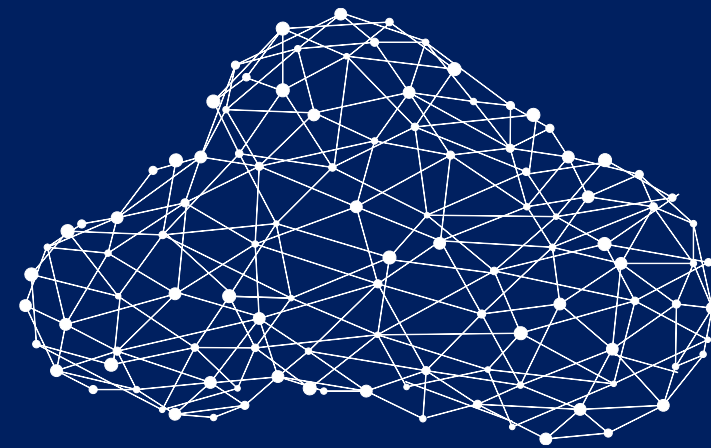


www.pobuca.com/isidoros

Facts & figures



Pobuca
Experience Cloud



≡ Employees
110

≡ Revenue
6M €

≡ Investments
in Pobuca
software & AI
7M €

Customer Experience software

Turn-key CX, CRM, and Loyalty projects.



MEASURE

CX Metrics & Customer insights



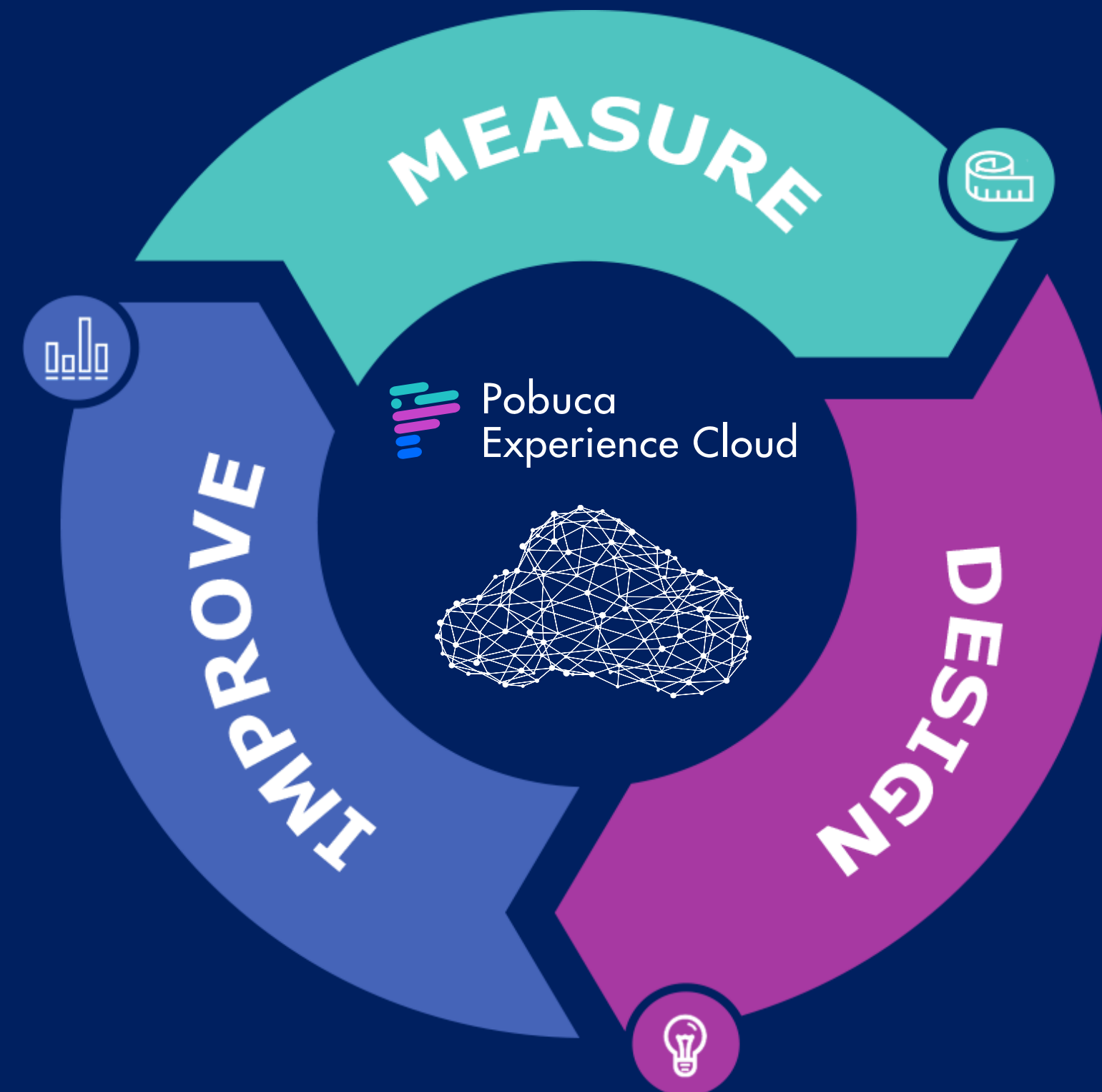
DESIGN

CX, CRM & Loyalty strategy



IMPROVE

Customer 360°, Customer Service, Engagement, Loyalty, EX



Our clients



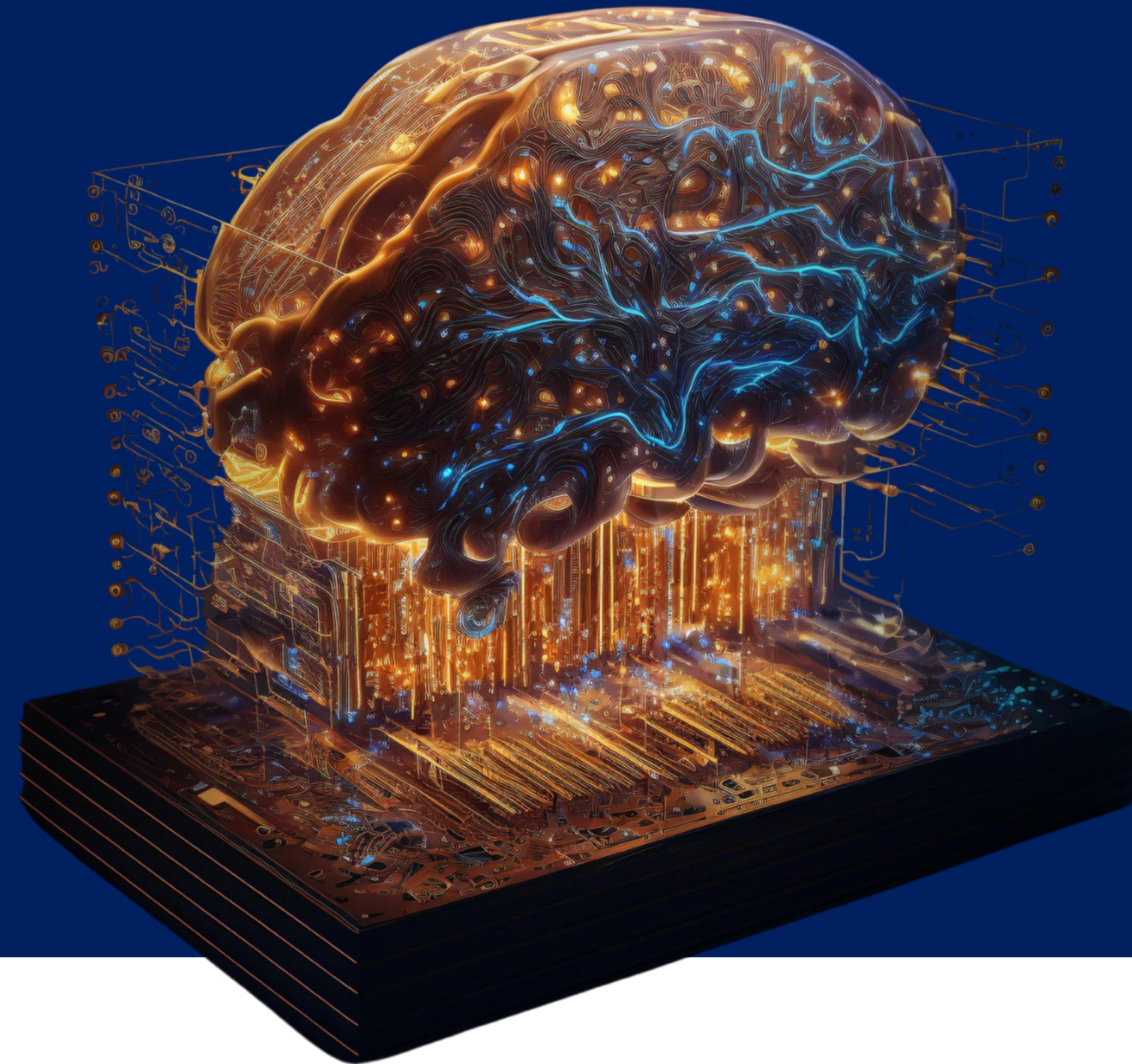
**AI will
change
everything**



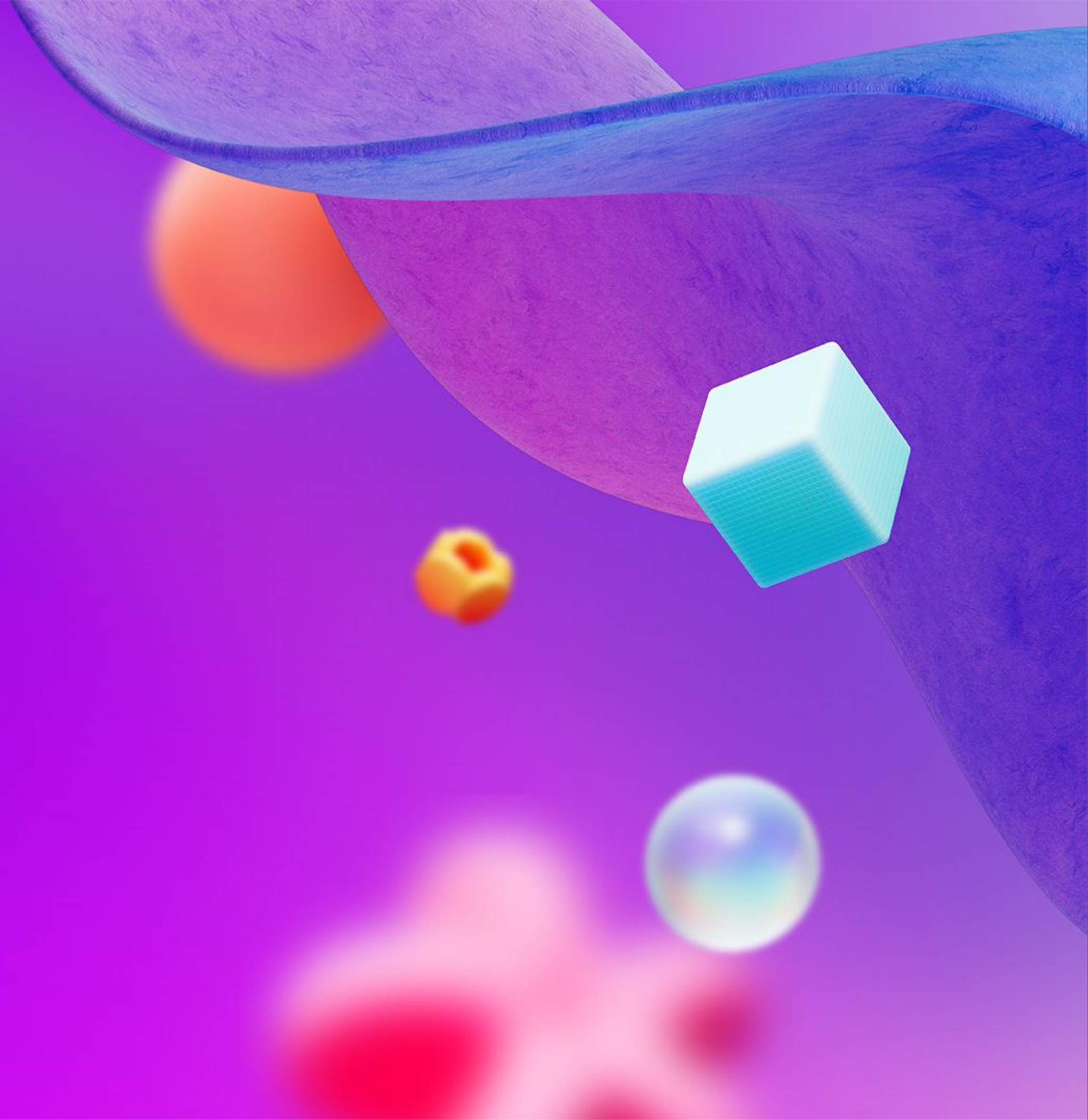
AGI



We are close to Artificial Super Intelligence

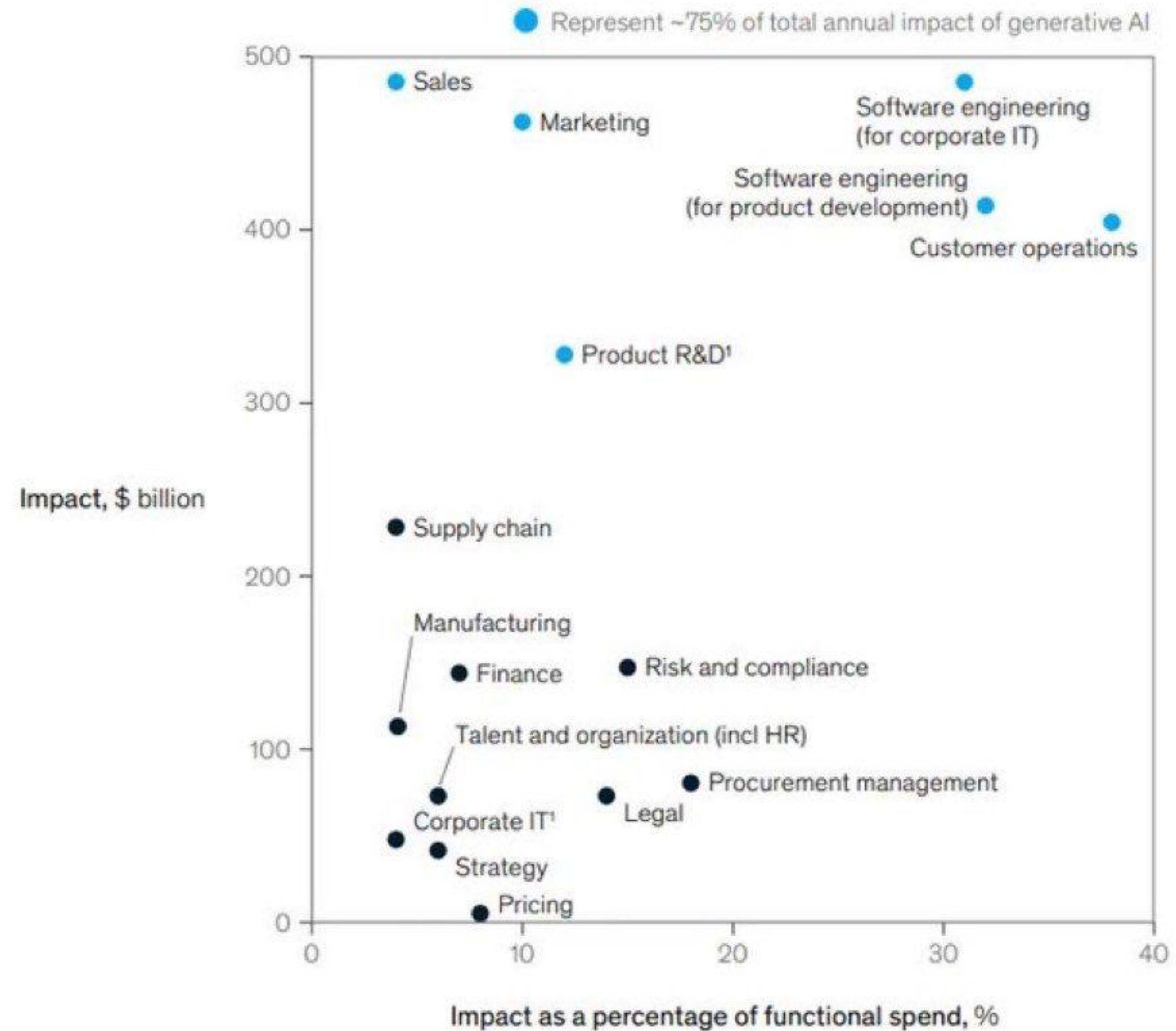


Demo



What AI will affect the most (in 3-5 years)

Using generative AI in just a few functions could drive most of the technology's impact across potential corporate use cases.



Pobuca: AI-Driven CX

- » **Pobuca has always been “The Customer Experience Company”**
- » **Also leaders in AI since 2018**
- » **We make AI more than a hype, we make it work for your customers**



Automate and reinvent CX with AI



Content generation
& marketing

Streamline your
sales processes

Service
& support

Personalization &
product discovery

AI Types



ChatGPT: Every employee will have a PhD Assistant

Works as your personal assistant

Grounded in work content like email, meetings and documents

The UI for AI



Zemark: Orchestrates CX Processes

AI-powered system with actions, triggers and knowledge

Works on behalf of employees, teams and functions

Welcome to the new digital workforce

Amazon goes all-in on AI

Here's the wake-up call for you!

Andy Jassy, CEO of Amazon



”

AI agents will change how we all work and live. Think of agents as software systems that use AI to perform tasks on behalf of users or other systems. Agents let you tell them what you want and do things

”

What makes this agentic future so compelling for Amazon, is that these agents are going to change the scope and speed at which we can innovate for customers.

”

In every corner of the company, we're using Generative AI to make customers' lives better and easier. Every customer experience would be reinvented using AI, and new experiences we've only dreamed of would become possible.

”

Today, we have over 1,000 Generative AI services and applications in progress or built, but at our scale, that's a small fraction of what we will ultimately build.

The AI Impact



Marketing

21.5%

increase in
conversion rates



Sales

9.4%

higher revenue per seller
and 20% more deals closed



Customer support

12%

faster in resolving
customer service cases

AI Adoption Consulting for CX



- » **Current State Assessment**
- » **Executive AI Training**
- » **AI Use Case Ideation & Prioritization**
- » **Strategy Formulation & AI Solution Design**
- » **AI Adoption Roadmap & Governance**

AI Adoption Methodology

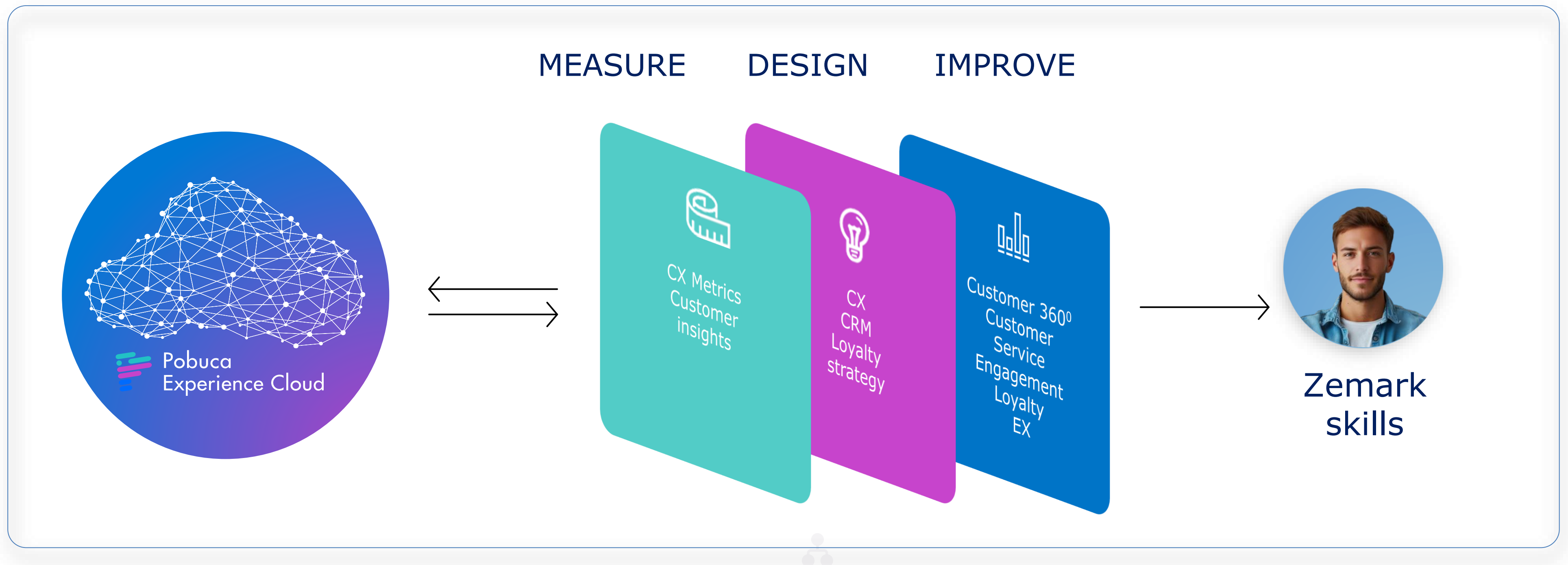
- » **Personal productivity with Gen AI** to empower every employee.
- » **Optimize CX operations** through intelligent automation.
- » **Address customer pain points** with targeted AI solutions.
- » **Transform CX strategy** having in mind that you will also have a PhD workforce
- » **Design future-ready CX strategy** for the ASI era.



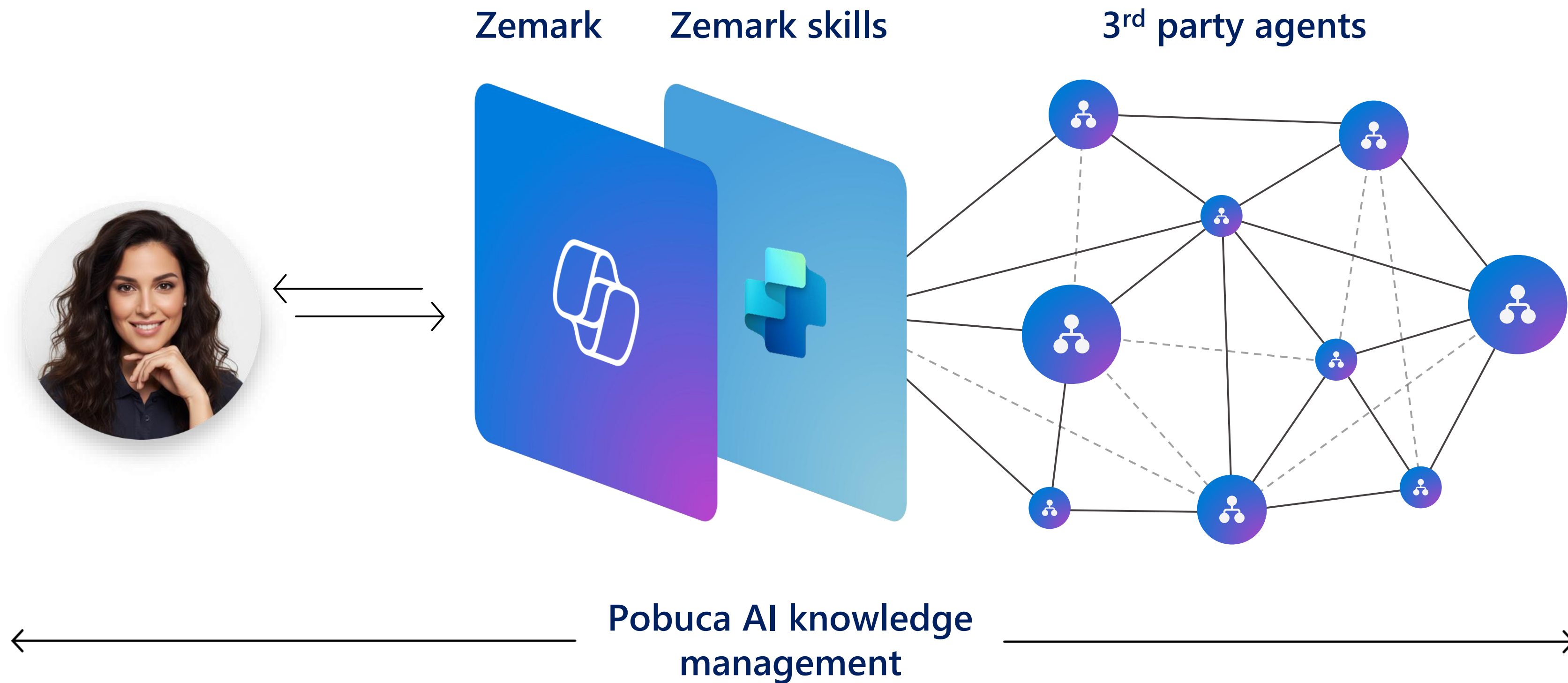


Zemark by Pobuca

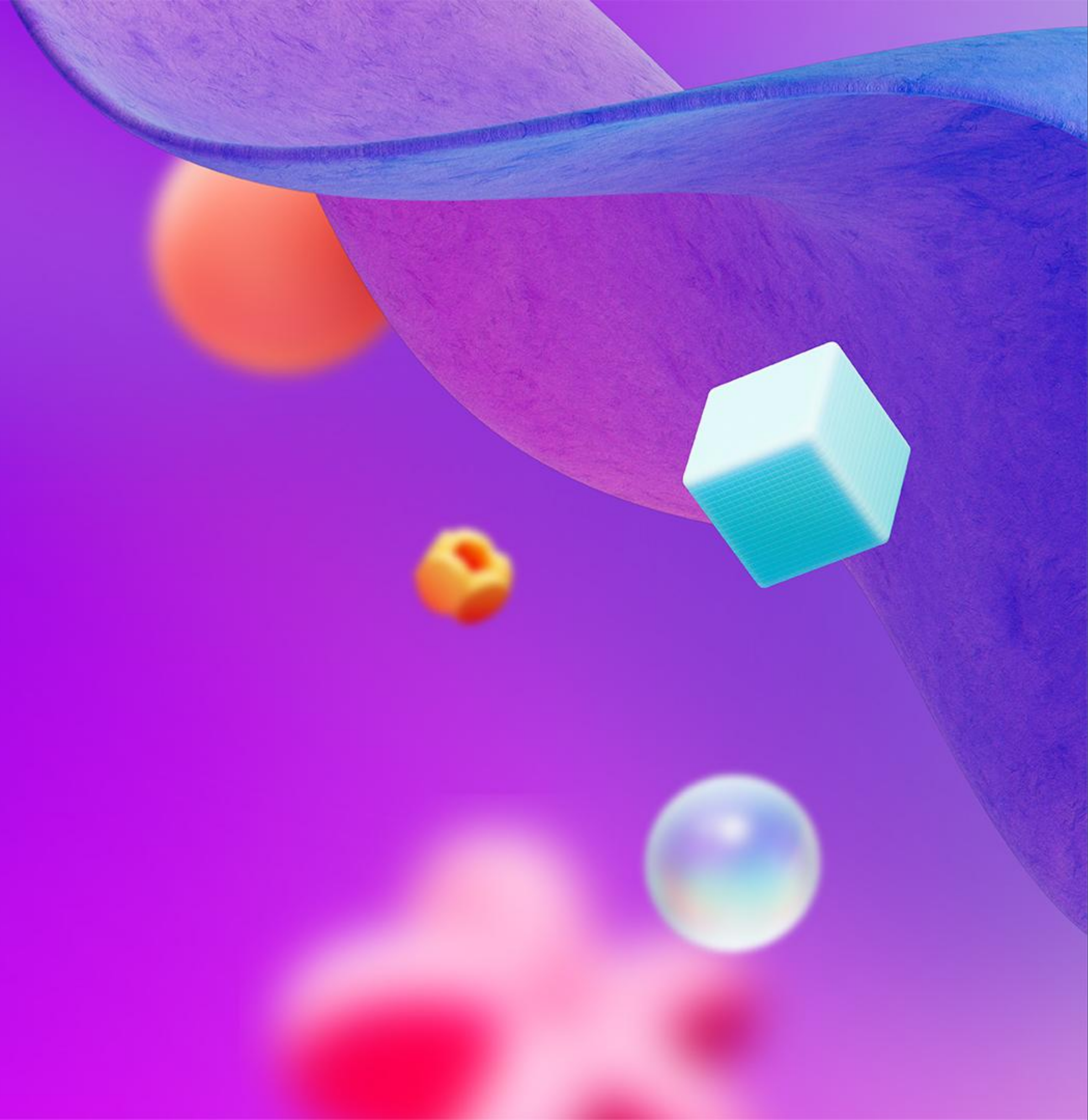
Pobuca features 🙌 Zemark skills



Zemark: the CX agent



Demo



The Hybrid Workforce Future

Zemark collaborating in harmony with your people



Sales reps keep customer relationships – Zemark handles back-office work.



Field experts fix issues – Zemark manages paperwork.



Support representatives deliver service – Zemark provides insights.



Sellers negotiate – Zemark prepares offers.

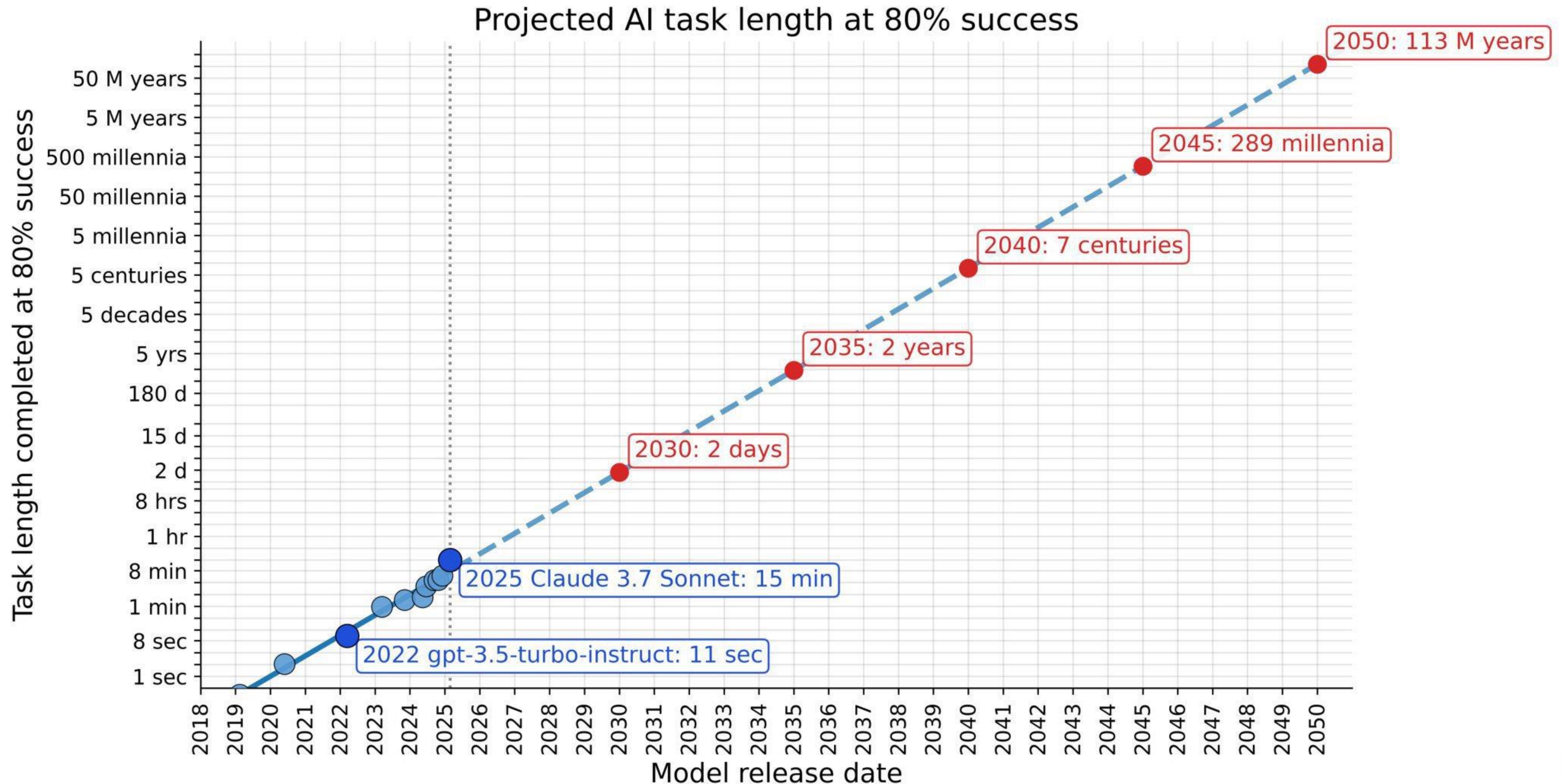


Brand Managers set marketing strategy – Zemark executes campaigns.

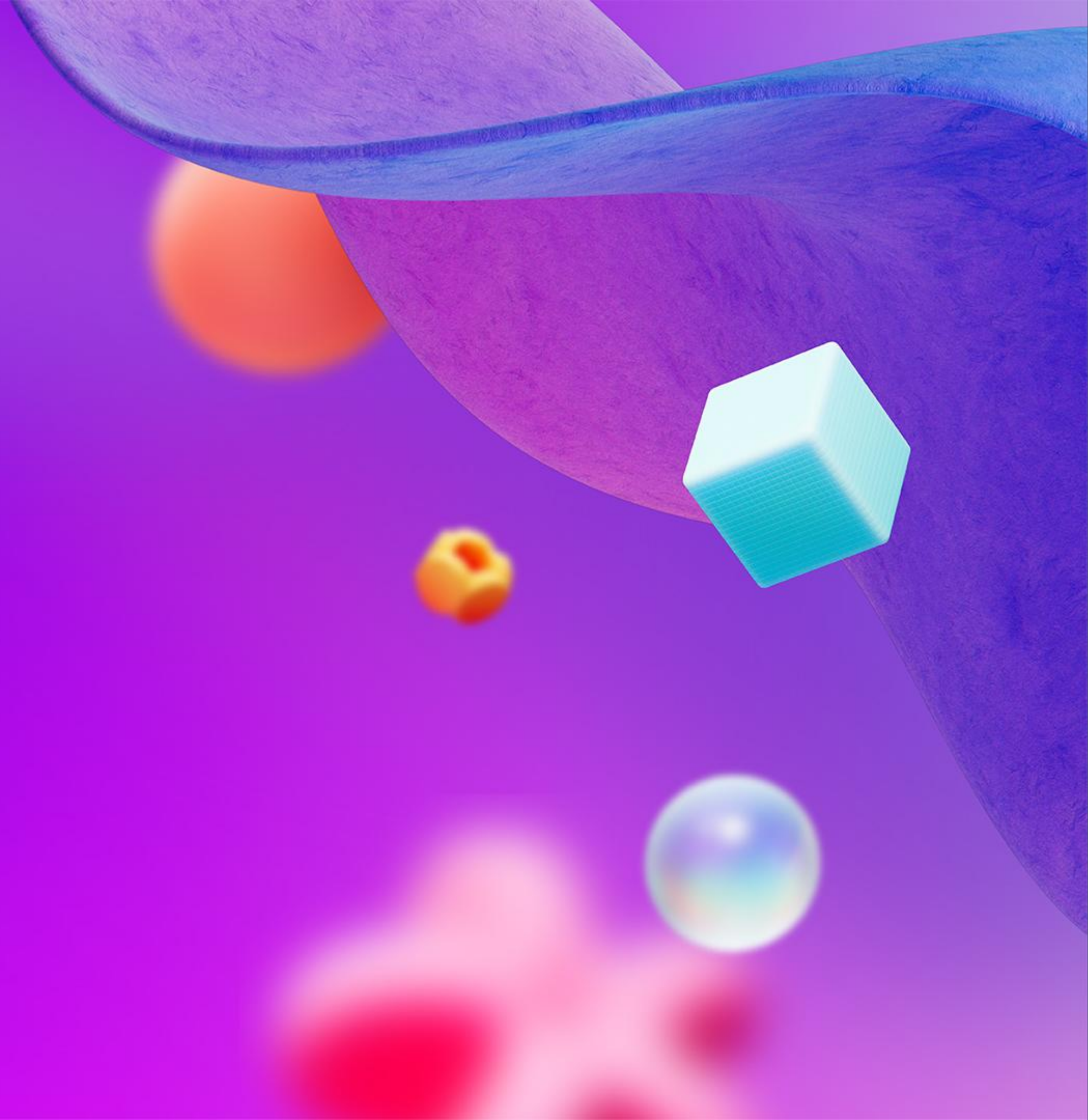


Business Developers create go-to-market ideas – Zemark runs processes.

AI growth beyond our comprehension

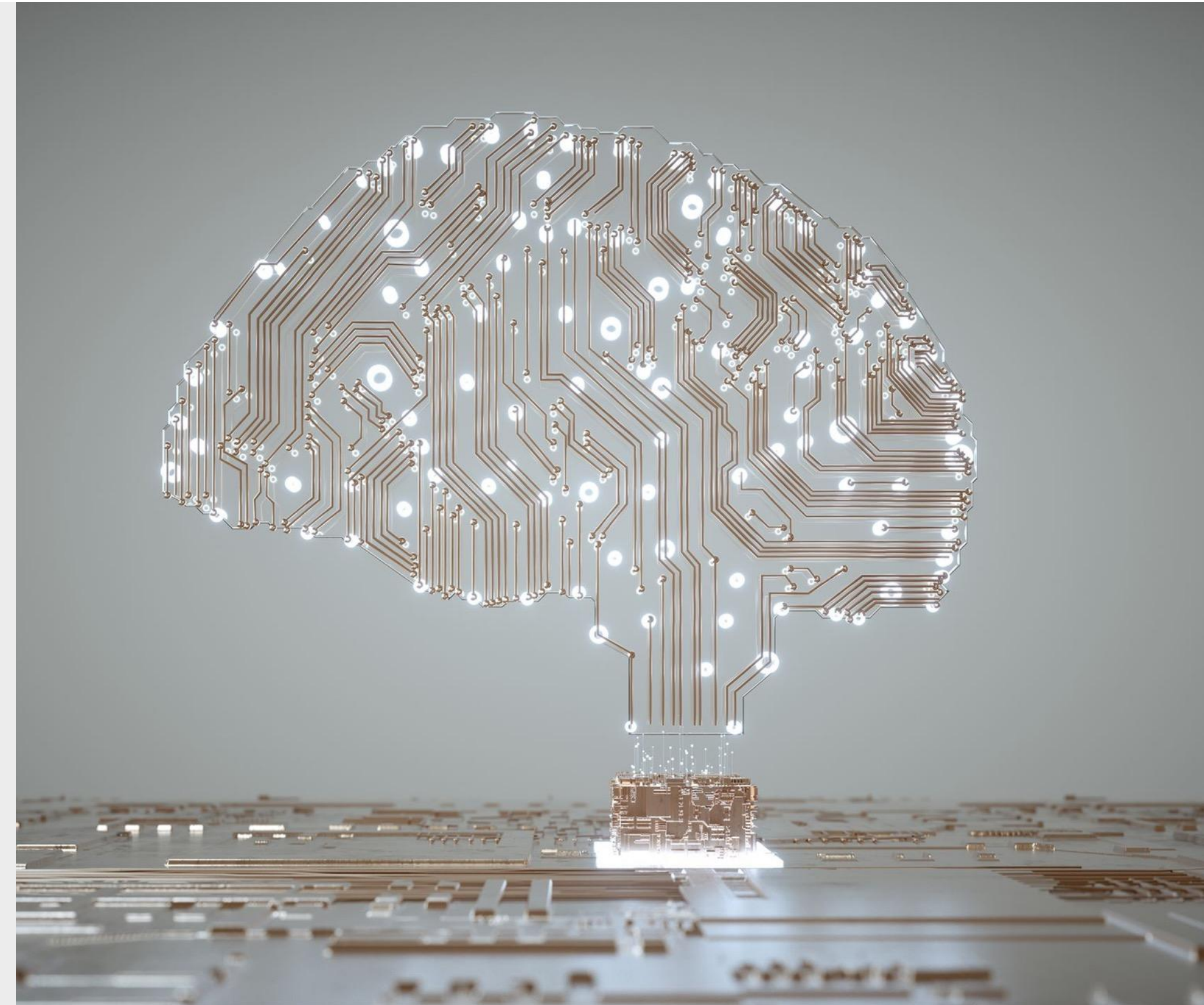


Demo



Summary

- » **AI and autonomous agents are a fact.**
- » **Pobuca provides consulting on how to successfully adopt AI and transform customer experiences and go-to-market processes.**
- » **Structured AI adoption methodology ensures a future proof AI Strategy**
- » **Zemark, Pobuca's Agentic AI orcherstrates your Customer Experience**





“

AGENTIC AI

WILL TRANSFORM
CUSTOMER EXPERIENCE
MORE THAN ANYTHING



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Isidoros Sideridis, CEO Pobuca