AISWare Usights • ChatCRM

AISWare Usights·ChatCRM is driven by business innovation based on customer needs, revolutionizing customer experience through conversational interaction. It delivers unprecedented capabilities in intelligent customer recognition, understanding, engagement, and retention, redefining the next generation of Customer Relationship Management (CRM).

Overview

Product Positioning

ChatCRM leverages multimodal LLMs as its foundation and utilizes multi-agent collaboration to address various CRM needs across scenarios such as marketing, customer service, live streaming, consulting, services, promotion, entertainment, training, and cultural tourism.
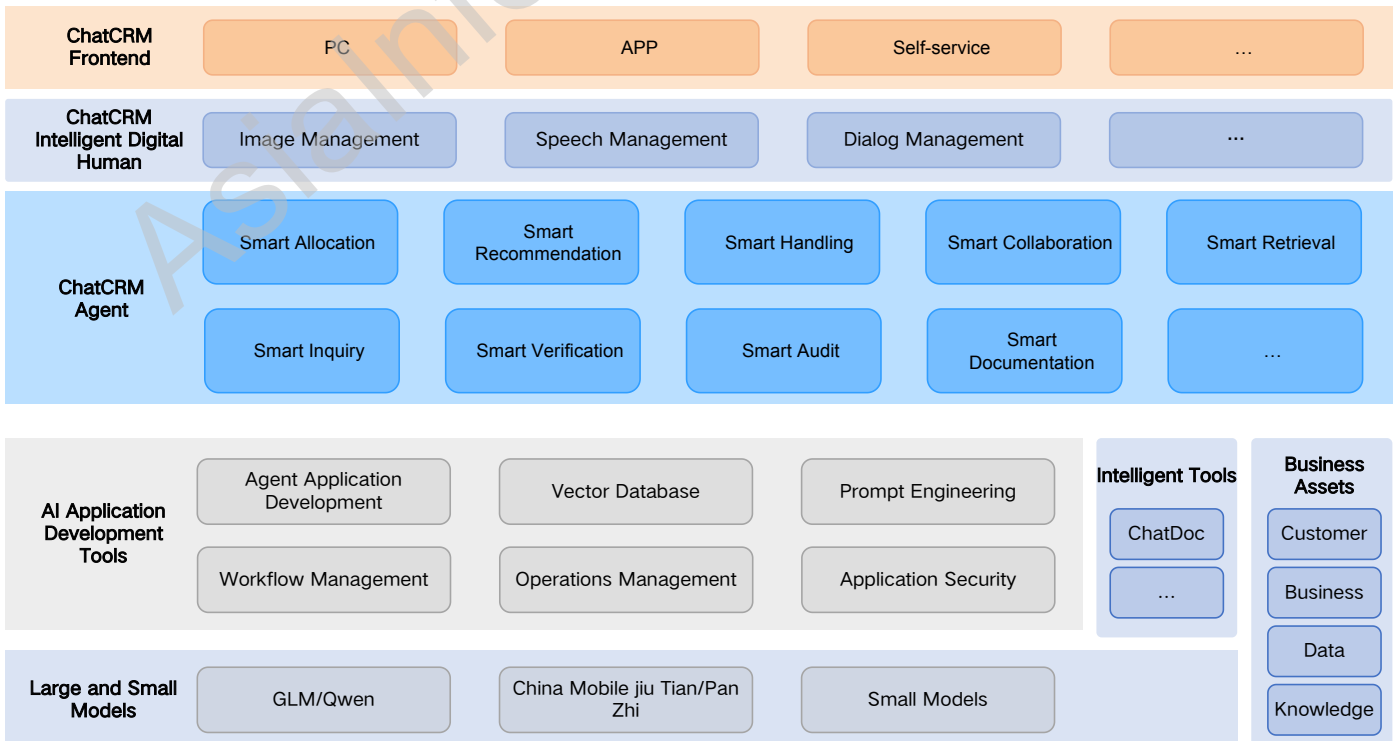
Target Customers

Government, enterprises, transportation, healthcare, education, finance, telcos, media, legal services, and more.

Product Definition

Built on multimodal LLMs and multi-level orchestration techniques, ChatCRM integrates AI Agents of affair handling, recommendation, coordination, inquiry, retrieval, verification, configuration, audit, and documentation, enabling collaborative multi-agent systems for cross-scenario adaptability.

Product Portfolio

ChatCRM Frontend	PC	APP	Self-service	…
ChatCRM Intelligent Digital Human	Image Management	Speech Management	Dialog Management	…

ChatCRM Agent

Smart Allocation	Smart Recommendation	Smart Handling	Smart Collaboration	Smart Retrieval
Smart Inquiry	Smart Verification	Smart Audit	Smart Documentation	…

AI Application Development Tools	Agent Application Development	Vector Database	Prompt Engineering	Intelligent Tools	Business Assets
	Workflow Management	Operations Management	Application Security	ChatDoc	Customer
				…	Business
Large and Small Models	GLM/Qwen	China Mobile jiu Tian/Pan Zhi	Small Models		Data
					Knowledge

🔵 Unique Advantages

🌐 Multi-Role, Multi-Terminal, Multi-Scenario Coverage

3 Target Roles: Customers, frontline personnel, business designers
4 User Terminals: PC, mobile Apps, smart devices, wearables.
Various Scenarios: Recommendation, transaction, service, assistance, knowledge management, configuration, document, retrieval, validation, and more.

Integrated Service & Marketing Capabilities

With advanced emotion recognition and root cause analysis, ChatCRM identifies and classifies customer emotions and their underlying causes, offering valuable insights to extend services and guide marketing strategies, thus enhancing both service and marketing capabilities.

Multi-Level Orchestration for Quick Response

ChatCRM is configurable to diversified business scenarios. By page orchestration, scenario scheduling, and multi-agent coordination, it empowers fast implementation and agile support for diverse business needs.

AI-Driven Personalized Digital Assistants

Built on GenAI, NLP, and image recognition, ChatCRM creates an intelligent and lightweight all-in-one platform for creating avatars in high quality with low production cost and higher efficiency.

🔵 Application Scenarios

Smart Customer Recognition
Real-time recognition intelligence to know what customer thinks for quick mining potential needs and pain points

NLP-Support
Comprehend real customer needs from natural language to recommend valuable service

Streamlined Service Activation
Activate the service in one word at a low barrier to free frontline personnel for better customer experience

Intelligent Customer Care
Focus on customer status intelligently to find the root cause challenges in real time

🔵 Use Cases

Unmanned Service Halls | Intelligent Customer Service | VR Exhibition Halls | Knowledge Training | AI Guides | News Broadcasting