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**One for all:  
novomind AI  
Platform automates  
processes in digital  
commerce and  
customer service**



## New platform for efficient GenAI deployment now available

Hamburg, 11 November 2025 – One platform for all relevant external and internal AI models: the new novomind AI Platform automates processes for successful digital commerce and efficient omnichannel customer service through the orchestrated use of different AI tools. The independent software company novomind AG, headquartered in Hamburg, is pooling its extensive expertise in artificial intelligence – built up over 25 years of customer-focused software development in the B2C and B2B sectors – within this new AI platform. The novomind AI Platform was unveiled for the first time at the annual novoinsight conference, held on 5 November.

“The novomind AI Platform enables companies and institutions to elevate their business processes to a modern, forward-looking standard. Integrating agentic AI relieves pressure on teams and enhances customer engagement and loyalty,” says Stefan Grieben, CEO of novomind AG.

## Greater customer proximity by combining artificial intelligence with personalised advice

AI agents support, simplify and automate customer interactions and business processes – from chat, voice or mail bots in customer service to order or shopping assistants in digital commerce. The centrally organised, supportive use of AI agents streamlines background processes, making possible, for instance, proactive engagement during customer interactions. Automated AI support for service and advisory teams continually improves the customer experience in online shopping, resulting in greater customer proximity and satisfaction in both business areas.

AI agents can also immediately help enhance internal processes: for example, as agent assistants for summarisation, content creation and translation in customer service, or as PIM, shop or marketplace assistants working in the background of digital commerce strategies.

The novomind AI Platform can be seamlessly integrated with any existing system as a SaaS solution. Maximum flexibility ensures that companies and institutions can, if required, independently create their own AI agents, even without programming knowledge. Alternatively, they can rely on the extensive AI and domain expertise of novomind's specialists, who not only integrate the platform but also set up AI agents and provide comprehensive support services.



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