

PR FROM LAGES

WHY THIS ARTICLE MATTERS



no jitter
Insight for the Connected Enterprise

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**enterprise
CONNECT**

[Conversations in Collaboration:
Cognigy's Philipp Heltewig on
Orchestrating Generative AI's Role in
the Contact Center](#)

Cognigy is one of many companies in the Gen AI space. So how do you differentiate yourself? Put your CEO front and center as an expert – especially when he is willing to go on record discussing a topic few others will. This can become a springboard for additional stories. That's exactly what happened with Cognigy's CEO, who touched on the costs associated with AI. His executive Q&A in No Jitter led to numerous other articles expanding the reach beyond the initial story.

COGNIGY

Cognigy is on a mission to transform the customer experience with its Conversational AI platform that emulates and enhances human interactions. A market leader, Cognigy helps enterprise contact centers to exceed customer expectations, improve agent satisfaction and rapidly respond to market changes. Cognigy's Conversational AI platform, enhanced with Generative AI, gives enterprises all they need to deliver always-on, personalized experiences at scale. Cognigy counts over 1,000 brands in its customer portfolio, including Bosch, Lufthansa Group, Mercedes-Benz, and Toyota.