

### **AnyMind Group adds AI customer service agents on AnyChat**

*New AI functionality enables situation-based toggling between human and AI customer support to drive more operational efficiency*

**Singapore - March 26, 2025** - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that it has launched AI functionality on its conversational commerce platform, [AnyChat](#). The new functionality provides AnyChat users with the ability to toggle between AI and human customer service agents to streamline customer interactions and reduce workload for support teams.

A [recent report](#) highlighted that from Q1 2024 to Q3 2024, the use of chat and messenger services globally stayed above 94.5% of internet users over 16 years old. Of which, markets such as the Philippines, Taiwan, Thailand, Indonesia, Malaysia, Singapore, Vietnam and Hong Kong had higher penetration rates compared to the global average.

Enterprises and online merchants can leverage the new AI capabilities for:

- **Automated First Responses with Accuracy:** AI responds to initial customer inquiries by selecting accurate replies from brand-approved templates, ensuring reliable, consistent, and misinformation-free communication.
- **Seamless Handling of Open-Ended Customer Inquiries:** The AI processes free-text questions without requiring customers to select from restrictive predefined options, reducing manual operational workload for customer support teams.
- **Automated Escalation to Human Agents:** When an inquiry exceeds the AI's capabilities, the conversation is automatically assigned to a human agent, ensuring uninterrupted and smooth customer experiences.
- **Flexible AI Response Management:** Enterprises retain the option to disable AI responses for specific customers or scenarios, ensuring personalized customer service when necessary.
- **Detailed Conversation History and Analytics:** AnyChat captures and saves complete conversation histories, allowing enterprises to analyze frequent customer inquiries and continuously refine response templates, enhancing the quality of customer support.

The new AI customer service agents will be first integrated into messaging apps connected to AnyChat, starting from LINE, and subsequently made available on other connected platforms.

On the launch of AI functionality on AnyChat, Ryuji Takemoto, Managing Director of Product Development, AnyMind Group, said: "We're continuing to integrate relevant AI capabilities across our platforms, adding on to recent upgrades to platforms such as AnyTag, AnyManager and AnyCreator. With this update, we're continuing to break down borders between businesses and their customers, enabling more efficient use of human resources and driving greater efficiency and accuracy in customer support."



AnyMind Group has recently launched GenAI capabilities across its platforms, including [multi-modal influencer search](#) and [automated campaign brief drafting](#) on its influencer marketing platform, AnyTag, [automated campaign post creation](#) on its influencer-facing platform, AnyCreator, and [GenAI-powered short video creation](#) on its publisher platform, AnyManager.

AnyChat is a conversational commerce platform that was [launched in March 2022](#), and enables enterprises and customer service teams to drive customer engagement across multiple chat platforms through a single dashboard. In November 2022, AnyMind Group [integrated AnyChat](#) into its e-commerce management platform, [AnyX](#), turning AnyX into a unified platform for e-commerce analytics and store management, customer relationship management, logistics, and more.

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### **About AnyMind Group**

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, live commerce, marketing, logistics and AI utilization, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. AnyMind Group has over 1,900 staff across 24 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

### **About BPaaS**

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.