

	CENTRO DE DESARROLLO DE NUEVAS TECNOLOGÍAS S.A.S. "NUEVASTIC" NIT: 900249990-1	Código: NVST/INF-EJC-120 Versión: 6 Fecha plantilla: 10/03/2020
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How Kiasmer Operates with AI

Kiasmer was designed so that artificial intelligence is not limited to generating text or answering isolated questions. AI is integrated into the commercial workflow of the platform, where it works together with business information, operational rules, customer conversations, scheduling, opportunity management, follow-up, and human intervention.

How AI operates within Kiasmer

Each business configures the information that Kiasmer needs to understand its commercial context. This can include products, services, prices, business information, frequently asked questions, agent instructions, communication style, commercial objectives, restrictions, and criteria for transferring a conversation to a person.

This context allows the AI agent to operate according to the specific characteristics of each business rather than responding as a generic chatbot.

When a customer sends a message, the conversation enters Kiasmer. The AI agent evaluates the request together with the available business context and conversation history. It can then support the interaction, identify relevant information, recognize commercial intent, and determine an appropriate next step.

The objective is not only to answer the customer's latest message, but to contribute to the continuity of the commercial process.

What Gemini does

Gemini provides the main artificial intelligence capability used by Kiasmer's agents.

Within the operational workflow, Gemini receives relevant information such as the customer's message, conversation history, business context, catalog information,

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agent instructions, objectives, restrictions, and other information required for the interaction.

Gemini uses this context to interpret what the customer is requesting and to generate responses or structured outputs that can be used by Kiasmer.

For example, Gemini can help the system recognize when a customer is requesting product information, showing purchase intent, requiring additional follow-up, requesting personalized assistance, or reaching a situation where human intervention is appropriate.

Gemini therefore contributes not only to what the agent says, but also to determining what should happen next within the commercial interaction.

Kiasmer maintains evidence of this integration through Gemini API activity, request metrics, model usage, input and output token consumption, and execution records.

What Kiasmer does

Gemini provides interpretation and AI-generated outputs, but Kiasmer remains responsible for managing and executing the operational workflow.

Kiasmer maintains the application state, business information, customer conversations, commercial opportunities, agent configuration, scheduling, and interaction history.

When an AI-generated output indicates that an operational action may be required, Kiasmer applies the corresponding application logic and executes the action supported by the platform.

Depending on the interaction and configured rules, Kiasmer can support actions such as:

- continuing the customer conversation;
- using product or service information from the business catalog;
- identifying commercial interest;

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- supporting the qualification of an opportunity;
- generating an internal follow-up signal;
- organizing the opportunity within the commercial pipeline;
- supporting meeting scheduling;
- or escalating the conversation to a human.

This separation is important: Gemini interprets context and supports the decision, while Kiasmer validates, manages, and executes the corresponding business workflow.

What remains in human hands

Kiasmer is designed around human-AI collaboration rather than complete replacement of the commercial team.

AI is particularly useful for repetitive, initial, and information-intensive activities where rapid response and consistency are important. It can help businesses maintain customer attention even when a person is not immediately available.

Humans remain responsible for situations that require judgment, personalized advice, negotiation, exception handling, relationship management, and commercial closing.

Businesses can configure escalation criteria so that the AI agent knows when a conversation should be transferred or flagged for human attention. This may occur, for example, when a customer explicitly asks to speak with a person, presents a complaint or unusual situation, or reaches a stage where personalized commercial assistance is more appropriate.

This approach allows the AI to organize and support the early stages of the interaction while preserving human involvement where expertise and personal relationships create greater value.

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AI and humans working as one commercial workflow

The operating model can be summarized as:

Customer Message → Business Context → Gemini Interpretation → Structured Decision → Kiasmer Validation → Commercial Action → Human Intervention When Required

Kiasmer therefore combines the speed and contextual processing capabilities of AI with structured software workflows and human judgment.

The purpose is not simply to automate conversations. The purpose is to help small businesses transform customer interactions into organized commercial opportunities while maintaining human control over the decisions and relationships that matter most.