

PRESS RELEASE

FOR IMMEDIATE RELEASE

Zürich, Switzerland, October 23rd, 2025

BlueCallom today announced the launch of its breakthrough concept AI Utilization, a finding that could redefine how organizations measure and grow the impact of Artificial Intelligence.

The concept emerged accidentally, while BlueCallom was tracking every step of its AI-powered Sales Workflow Solution. The data revealed a surprising pattern:

As AI took over repetitive cognitive tasks, the demand for human engagement increased.

More leads required more salespeople, more customer interactions called for more marketing creativity, and more campaigns triggered new opportunities for innovation.

A New Metric for the Intelligent Economy

Utilization represents how deeply enterprises embed intelligence into their workflows • not to replace humans, but to amplify their cognition and creativity.

“AI Utilization is becoming the new productivity index of the intelligent enterprise,” said Axel Schultze, Founder and CEO of BlueCallom. “When we maximize utilization, we don’t reduce jobs • we create new ones. Every automation layer unveils new human potential.”

By leveraging GPT-5 and BlueCallom’s multi-agent orchestration, sales teams now begin each morning with fully analyzed leads, personalized outreach drafts, and ready-made insights.

The result: shorter sales cycles, higher win rates, and more time for human connection.

From Skills to Talent

BlueCallom’s research also highlights a major workforce shift.

As AI handles complexity, people without deep specialization can contribute through intuition, empathy, and creativity.

“AI Utilization lets us move from a skills economy to a talent economy,” said Schultze.

“Skills are learned behaviors; talents are innate abilities. When AI manages the hard skills, human talent becomes the main differentiator.”

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Controlled Growth and Human Oversight

To ensure sustainable adoption, BlueCallom emphasizes controlled utilization growth • supported by strong data discipline, multi-agent governance, and compliance with the EU AI Act.

Its Enterprise Workflow Intelligence platform provides the structural backbone for this transformation, keeping humans firmly in command.

The Future of AI Utilization

BlueCallom predicts that AI Utilization will soon become a standard management metric, as central as productivity or ROI.

Schultze concludes, “AI Utilization is not the end of work; it’s the evolution of human purpose. The more we amplify human intelligence with AI, the faster we build a truly intelligent civilization.”

About BlueCallom:

BlueCallom is a Swiss-based Enterprise AI Solutions company delivering the first AI-Native Enterprise Platform, Enterprise AI, Business Applications, and a Business Model to notably cut IT spending.

The company's mission is to empower organizations to evolve from traditional process management to intelligent, adaptive workflows, resulting in exponential productivity gain, human intelligence augmentation, and sustainable economic growth.

Facts:

Sector: Artificial Intelligence

Delivering: Enterprise AI Solutions and Management

USP: Producing new AI Agents within a day

Focus Area: Workflow Intelligence, Increasing Productivity

Mission: Driving Human Intelligence Augmentation

Innovations: Neuro-AI-Fusion, Enterprise-AI-Management

Slogan: Set it in motion

Customers: B2B

Headquarters: Zürich, Switzerland

Founded: Oct. 2020

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