

SuperOffice Copilot

Din SuperOffice har fået AI superkræfter.

På webinarret i dag får du en oversigt over, hvad du kan med AI lige nu.



Dine værter



Jonas Kallan Langvad DK



Filip Norman SE



Background and strategy

SuperOffice and AI

WHY

SuperOffice idea around AI

Empower people

We believe that AI should empower people and make them more efficient – not replace them

Drives productivity

AI drives efficiency, automation, and improved quality and usability

Rapid progress

AI is exciting, and the technology landscape is moving fast

Value

What will AI help you with

Increased productivity and efficiency

Elimination of Frustrations: Users experience increased productivity and accuracy, allowing them to focus on critical tasks instead of repetitive data entry.

Time Saving: Users become more efficient and save time.

Instant Access to Insights: Users can make informed decisions quickly and produce text faster, significantly enhancing overall productivity

Enhanced communication and relationship

Professional Communication: Users can communicate more professionally and leading to improved relationships and credibility in both personal and business interactions.

Improved Engagement: Clearer and more compelling communication results in better engagement and stronger connections with customers.

Higher customer satisfaction

Faster and Accurate Requests Handling: Requests are managed more quickly and accurately, leading to higher customer satisfaction.

Stronger Customer Relationships: Service teams can build more personal relationships with customers without increasing their workload.

Future proof AI

Safe, fast and adding value to your business.

AI Workflows

AI-embedded workflows inside SuperOffice CRM to make your day more efficient on content creation, summarization and daily activities.

SuperOffice Copilot

Your sidekick, literally. Chat with SuperOffice Copilot in your side panel to research and create within your CRM.

AI Agents

24/7 available agents to support your business challenges, coming from SuperOffice and our partners

Security-first AI



AI Workflows

Examples

Company completion

Feature: Company card registration process that minimizes the amount of information required from users during the input phase.

Advantage: Significantly reducing the time and effort needed to complete the registration process of a company.

Benefit: Eliminate frustrations with increased productivity and accuracy, allowing users to focus on more critical tasks rather than spending valuable time on repetitive data entry. This feature increases user satisfaction by improving overall workflow efficiency.

Making CRM easy to use through auto completion of crucial information

The screenshot displays the SuperOffice CRM interface. On the left is a dark green sidebar with navigation icons and labels: Dashboard, Company, Contact, Diary, Sale, Project, Requests, Selection, Inbox, Chat, Marketing, and Tools. The main content area has a light gray header with a 'New' button, a 'Freetext search' bar, and user profile icons. Below the header, a dropdown menu for 'Autosto' is open, showing a list of company suggestions. A detailed view of 'AUTOSTORE AS' is shown on the right, including contact information like 'Direct phone: 52 76 35 00', 'Web page: www.autostoresystem.com', and 'Visiting: Stokkastrandvegen 85, 5578 NEDRE VATS'. The bottom of the interface shows a table with columns for Date, Type, Title, Owner, and Whats up.

Dashboard

Company

Contact

Diary

Sale

Project

Requests

Selection

Inbox

Chat

Marketing

Tools

New

Freetext search

2

Help

Liberty Communication

HQ

Company

More

Interests

Note

Visiting: Drammensveien 1, 0186 OSLO

Postal: Postboks 1234 Vika, 0605 OSLO

Country: Norway

Phone: +47 11 22 33 44

Website: www.liberty.com

E-mail: hello@liberty.com

Our contact: Eric Eidem

Category: VIP customer

Business: IT and Software

Code: LIBERTYCO

Number: 10013

Main contact: John Rowling Jr.

☐ Stop

☐ No Mailings

Updated: 19/12/2024 FilipN

Contacts

Activities

Sales

Projects

Requests

Relations

Title	First na...	Last name	E-mail	Phone - Mobile
Account Manager	John	Rowling Jr.	johnjr@liberty.com	+47 934660999
Team lead	John	Irwing	john.irwing@liberty.com	+47 934660995
CEO	Jill	Mcmanna...	jill@liberty.com	+47 934660997
Account Manager	Erik	Eriksen	erik.eriksen@liberty.com	+47 934660998
CFO	Bente	Jakobsen	Bente.Iren.Jakobsen@liberty.com	+47 934660996

Add

Delete

Export

☐ Former employees

count : 5

SUPEROFFICE COPILOT

Copilot

Get inspired using AI. Use the predefined questions below or chat with me.

Company details

Competitors

Business

Contact Information

Type a message...

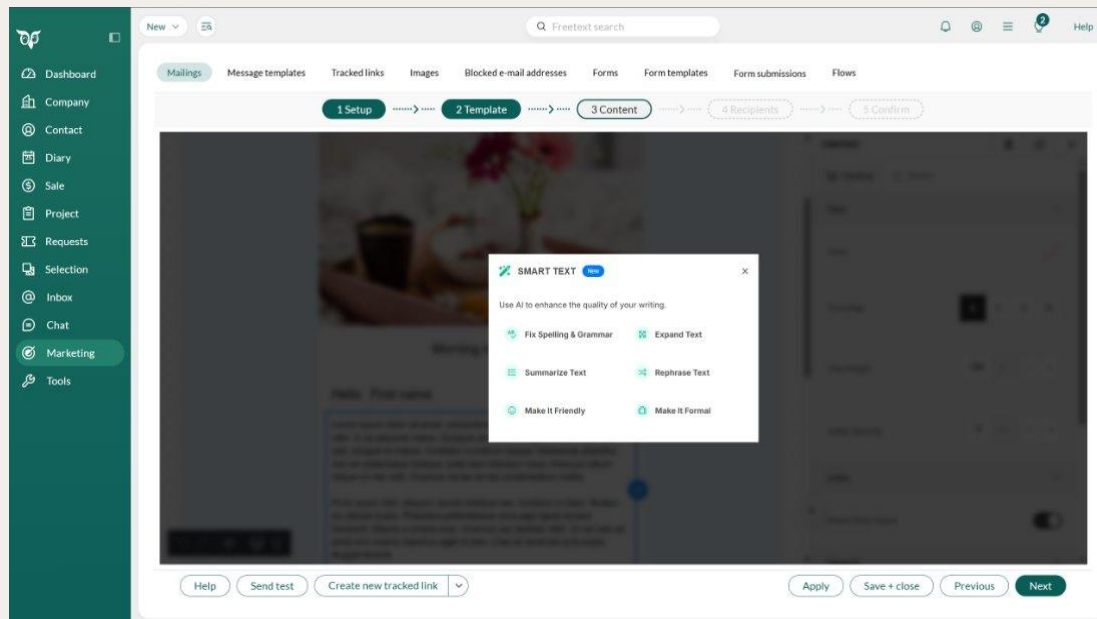
Optimize marketing campaigns

Feature: Integrated help with text in your mailings, helping with text and image creation and campaign follow-up.

Advantage: Significantly reduces the time spent on campaign creation. This allows marketers to focus on strategy and creativity rather than the details of message composition.

Benefit: The result is a more efficient process that saves time but also enhances the effectiveness of your campaigns. With clearer and more compelling communication, you can expect improved engagement rates and a stronger connection with your customers.

Smart text in mailings and image generation





New

Find

Freetext search



Help

Dashboard

Company

Contact

Diary

Sale

Project

Requests

Selection

Chat

Marketing

Tools

Mailings

Message templates

Tracked links

Images

Blocked e-mail addresses

Forms

Form templates

Form submissions 2

Flows

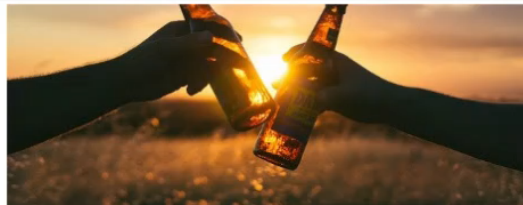
1 Setup

2 Template

3 Content

4 Recipients

5 Confirm



Arial 14px B I U X² X₂ Merge Tags Smart Text

The Welcoming Committee invites you, [First name](#), to our office party at our new location. Food and refreshments will be served. The event will conclude at 23:00.

We are looking forward to the party and hope that you can come!

Location: Our new office
Date: 24 of November
Time: 18:00

Sign up before: 19 of November



Company name | Street address, City | Post address, City | Phone | www

You are receiving this information because you are subscribed to our newsletter with address [E-mail](#). You can [unsubscribe from our newsletters by clicking this link](#).

TEXT

Desktop

Mobile

Text

Color

Text Align

Line Height

Letter Spacing

Links

Inherit Body Styles

General

Container Padding

All Sides

10

px

Help

Send test

Create new tracked link

Apply

Save + close

Previous

Next

New

Find

Freetext search

2

Help

Dashboard

Company

Contact

Diary

Sale

Project

Requests

Selection

Chat

Marketing

Tools

Mailings

Message templates

Tracked links

Images

Blocked e-mail addresses

Forms

Form templates

Form submissions2

Flows

1 Setup

2 Template


3 Content

4 Recipients

5 Confirm

It is time for

Office party



Friday October 17th.

As the vibrant evening descends, the Welcoming Committee extends a warm invitation to you,

First name

, to join us in celebrating at our new location. A delectable array of food and refreshments will tantalize your taste buds, prepared to delight each of your senses. Anticipate lively

Help

Send test

Create new tracked link

IMAGE

Desktop

Mobile

Magic ImageNEW

Get the perfect unique and custom images for your design with AI.

Generate Images


Image

Upload Image

More Images

109085

43.62 kb



Edit Image

Image URL

640 x 426

»

https://sod2.superoffice.com/Cust10421/CS/scripts/custom

Apply

Save + close

Previous

Next

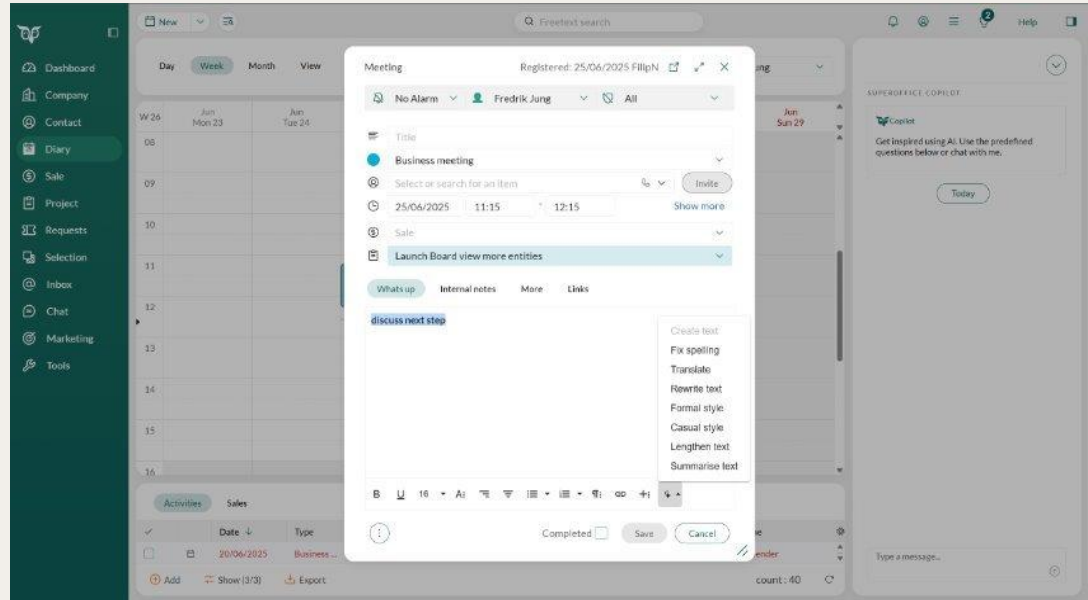
Enhancing customer engagement

Feature: Provides contextual improvements for grammar, style, and vocabulary in text and communication dialogs, follow-ups and requests.

Advantage: Compose quick and correct messages that allow for smoother and razor-sharp communication in text and dialog interactions.

Benefit: Users can add text more professionally and to the point, which leads to improved relationships and credibility in both personal and business interactions.

Get help with text in SuperOffice.





New

Find

Freetext search



Help



Dashboard

Company

Contact

Diary

Sale

Project

Requests

Selection

Chat

Marketing

Tools

Day

Week

Month

View

To-do list



Week 47 2025



This week



Fredrik Jung

Nov
Sun 23

Meeting

Updated: 18/11/2025 FilipN



No Alarm



Fredrik Jung



All



Title



Status meeting



Arnold Group



Invite



20/11/2025

13:30

14:45

Show more



Sale



Project

Agenda

Internal notes

More

Links

B

U

16

Ai

≡

≡

≡

≡

¶i

↺

+

+



Completed ☐

Save

Cancel

SUPEROFFICE COPILOT

Copilot

Get inspired using AI. Use the predefined questions below or chat with me.

Today

Type a message...



SuperOffice Copilot

Examples

Gaining insight, create text and make summaries

Feature: A user-friendly chat window embedded within the application for seamless interaction.

Advantage: Provides immediate assistance, reducing the time users spend searching for information and to create text.

Benefit: With instant access to insights and information, users can make informed decisions quickly, produce text faster and enhancing overall productivity. AI chat is the righthand notepad that thinks with you!

Get assistance from an embedded AI chat with predefined questions

The screenshot displays the SuperOffice CRM interface. On the left is a dark green sidebar with navigation icons for Dashboard, Company, Contact (selected), Diary, Sale, Project, Requests, Selection, Inbox, Chat, Marketing, and Tools. The main area shows the profile of 'Mr. John Rowling Jr.' from 'Liberty Communication, HQ'. The profile includes tabs for Contact, More, Interests, Note, and Sverre. Contact details are listed: Title (Account Manager), E-mail (johnr@liberty.com), Mobile (+47 934660999), Direct phone (+47 23356030), Preferred language (English), Category (VIP customer), Our contact (Eric Eidem), Business (IT and Software), Position (Sales), and Service priority (Medium). Below this, it notes 'Former employee' and 'Updated: 20/12/2024 FilipN Legal basis: Consent'. A table of activities is shown with columns: Cate..., Date, Type, Text, Whats up, Title, Company name, and Owne... The table lists several business meetings from 2022 to 2023. On the right, an embedded 'SUPEROFFICE COPILOT' chat window is visible, with a message: 'Get inspired using AI. Use the predefined questions below or chat with me.' and buttons for 'Company details', 'Contact details', and 'Write a pitch'.

Dashboard

Company

Contact

Diary

Sale

Project

Requests

Selection

Inbox

Chat

Marketing

Tools

New

Freetext search

1

Help

Liberty Communication

HQ

Company

More

Interests

Note

Visiting: Drammensveien 1, 0186 OSLO

Postal: Postboks 1234 Vika, 0605 OSLO

Country: Norway

Phone: +47 11 22 33 44

Website: www.liberty.com

E-mail: hello@liberty.com

Our contact: Eric Eidem

Category: VIP customer

Business: IT and Software

Code: LIBERTYCO

Number: 10013

Main contact: John Rowling Jr.

☐ Stop

☐ No Mailings

Updated: 19/12/2024 FilipN

Contacts

Sales

Projects

Activities

Requests

Relations

Title	First name	Last name	E-mail	Phone - Mobile
Account Manager	John	Rowling Jr.	johnjr@liberty.com	+47 934660999
CEO	Jill	Mcmannaman	jill@liberty.com	+47 934660997
CFO	Bente	Jakobsen	Bente.Iren.Jakobsen@liberty.com	+47 934660996
Account Manager	Erik	Eriksen	erik.eriksen@liberty.com	+47 934660998
Team lead	John	Irwing	john.irwing@liberty.com	+47 934660995

Add

Delete

Export

☐ Former employees

count : 5

CONTACT

John Rowling Jr.

Liberty Communication, HQ

Title: Account Manager

Category: VIP customer

E-mail: johnjr@liberty.com

Mobile phone: +47934660999

Direct phone: +4723356030

Activities

22/12/2023 Business meeting

22/12/2023 Business meeting

22/12/2023 Business meeting

22/12/2023 Business meeting

20/12/2023 Business meeting

Sales

07/06/2024 Phones - Price for their spring campaign

25/02/2024 Award trips to the Maldives

25/01/2024 Gadgets for the sales team

Projects

10065 Team dinner 04.03.2022

10063 Webinar - Promo items trends - October 2022

10016 The Expander World 2017



AI agents in SuperOffice & Partner ecosystem

Examples

TRALE: THE GENIUS BEHIND THE SCENES

Feature: Integrated automation of meeting notes, summaries, follow-ups, and data entry.

Advantage: Trale prepares you before meetings with customer context and company insights, transcribes your meetings and provides you with clear summaries

Benefit: Never scramble for crucial insights but let Trale serve them to you at an instant! Sales and recruitment teams report saving 7-13 hours per week by eliminating manual admin work with Trale.

AI meeting assistant that helps you before,
during and after every meeting





What's next

Examples

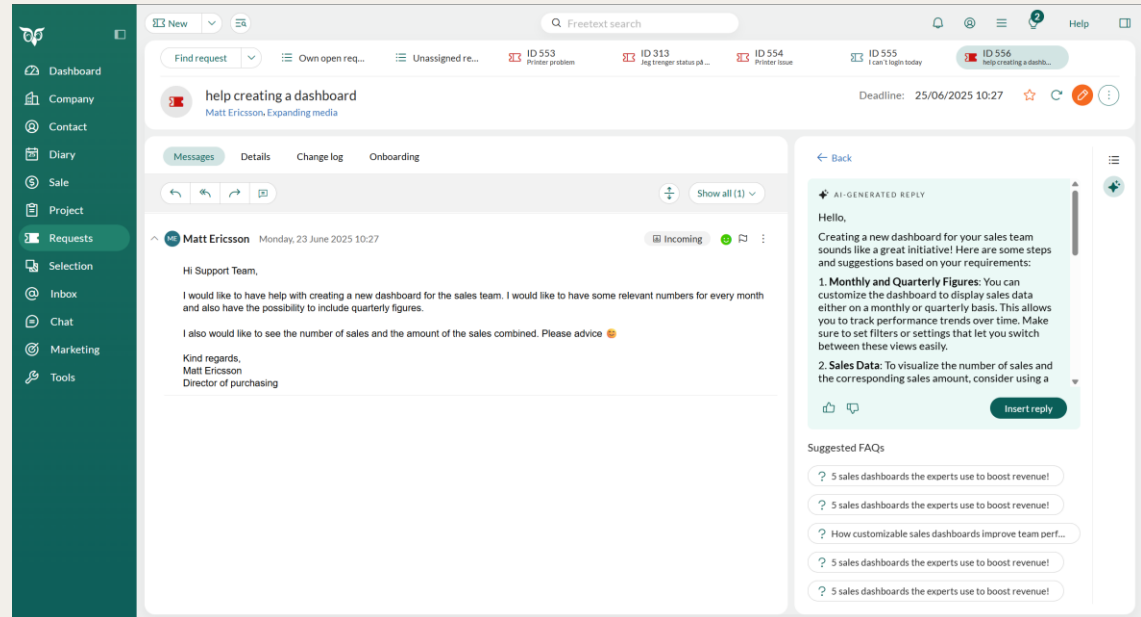
AI-Enhanced Service Request Management


Feature: Creates replies to requests based on data stored in SuperOffice, like other requests, reply templates, FAQs, documents and web pages.

Advantage: This improves response times, enabling your service team to manage more requests in a shorter period. By providing structured responses, communication is clear and effective, which enhances the overall customer experience.

Benefit: Requests are handled faster and with more accuracy, which leads to higher customer satisfaction. Watch your service team grow stronger and more personal customer relationships without spending a minute more than before (or maybe even less).

Efficiently handle and respond to customer requests





Dashboard

Company

Contact

Diary

Sale

Project

Requests

Selection

Inbox





Chat

Marketing


Tools

New

Freetext search



Help



Find request

Own open req...

Unassigned re...





ID 553
FW: printer problem

ID 554
Printer issue

ID 555
I can't login today

ID 556
help creating a dashb...

Deadline: 25/06/2025 10:15



I can't login today





Matt Ericsson, Expanding media


Messages


Details





Change log

Onboarding



 Show all (1)

 **Matt Ericsson** Monday, 23 June 2025 10:15



Hi Support-team,

This morning when I tried to login, I was not able to. I am getting an error message that I don't understand and my it-personnel are not here at the moment.

Can you please assist me?

Kind regards,
Matt Ericsson
Director of purchasing

REQUEST PROPERTIES

Request type: Support

Status: In Queue



Owner: Fredrik Jung

Category: Support

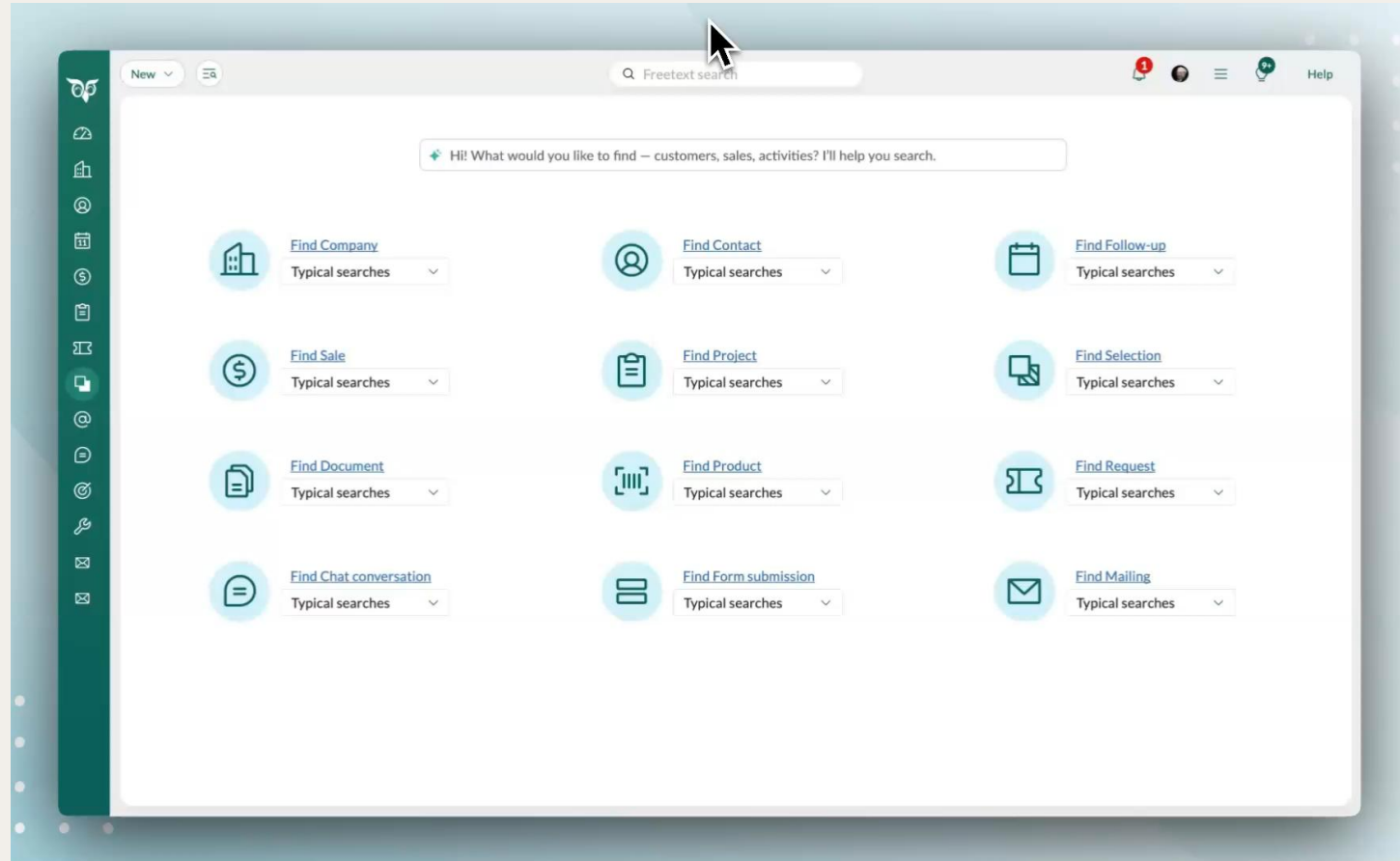
Priority: Medium

Tags: Add tag

Number of messages: 1




SUPEROFFICE SELECTIONS - FUELED BY AI



SuperOffice Copilot enhancements


Moving from insights and content to creating objects in your CRM

SuperOffice Copilot

 Copilot

Get inspired using AI. Use the predefined questions below or chat with me.




Company details

 Copilot

The company is called "Coca-Cola Company Inc." It is a well-known American multinational corporation founded in 1892. The company's purpose is to refresh the world and make a difference, and it has remained true to that purpose for 137 years.

You can find more information about the company on their official website: [The Coca-Cola Company](#).

According to SuperOffice, the company is located in Atlanta, United States, at Fassett House, Fassett street 1, Atlanta, GA JF456IO. The primary contact person for this company is John Adams.

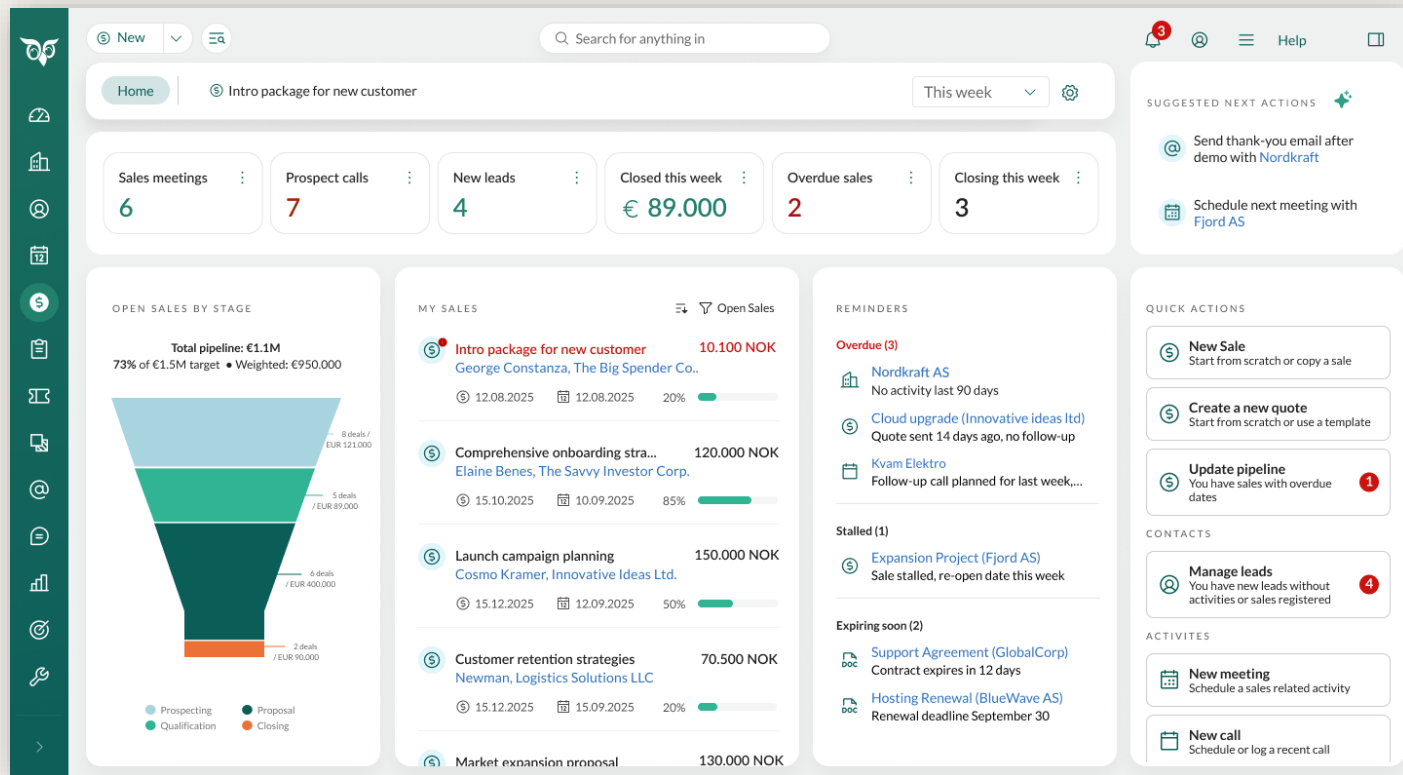


SuperOffice Copilot enhancements

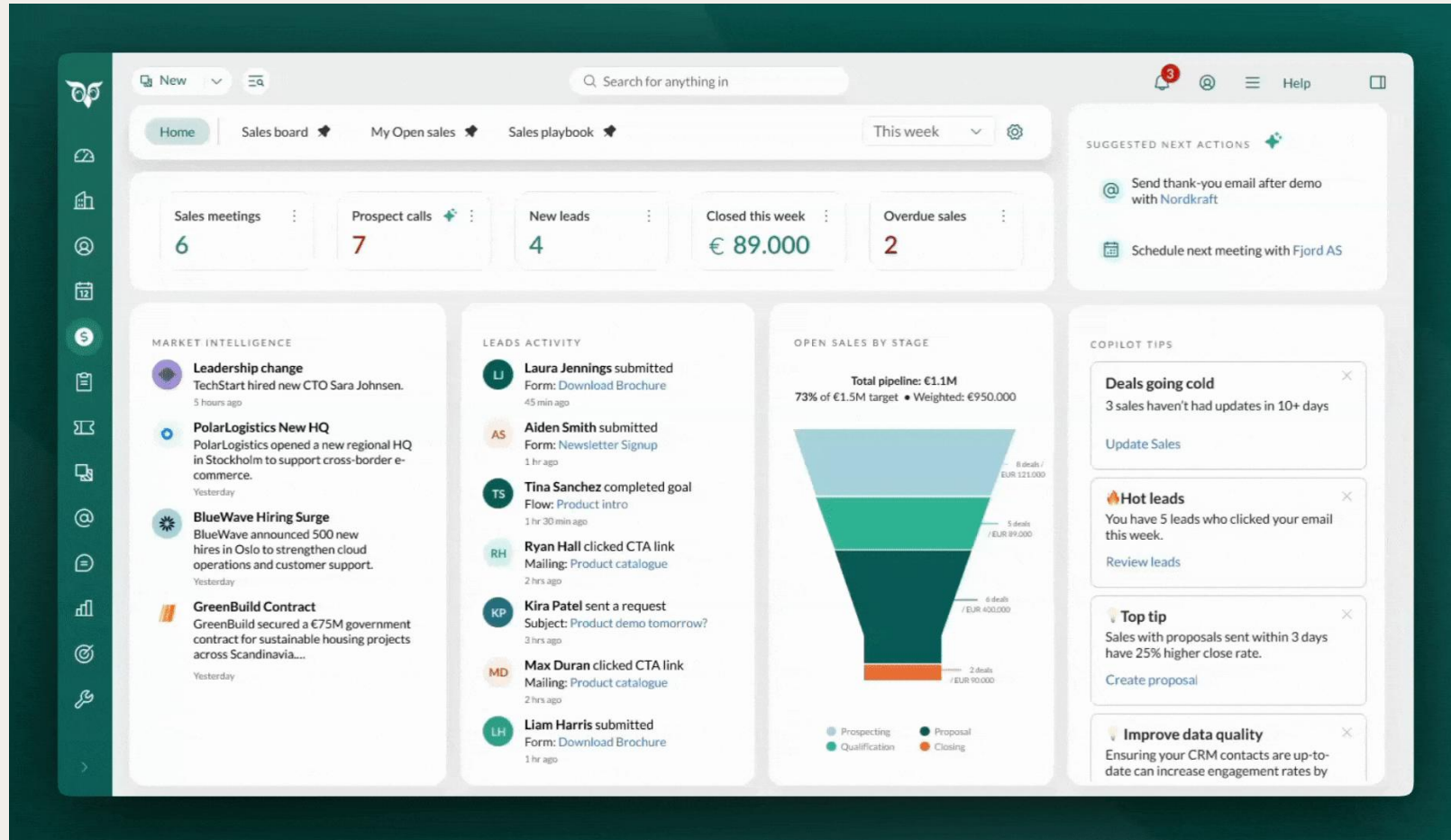
Moving from insights and content to creating objects in your CRM

The screenshot displays the SuperOffice CRM interface. On the left is a dark green sidebar with various icons for navigation. The main area is divided into two sections. The top section shows the company profile for 'SUPEROFFICES', which includes a German flag icon, a star, and tabs for 'Yelp', 'Company', 'More', 'Interests', and 'Note'. The 'Company' tab is active, displaying details such as 'Visiting: Tübinger Straße 46, 70178 Stuttgart', 'Postal: Tübinger Straße 46, 70178 Stuttgart', 'Country: Germany', 'Phone:', 'Website: https://superoffices.de/', 'E-mail:', 'Our contact: Christian Mogensen', 'Category: MQL - Lead', 'Business: Individual - unknown', 'Code:', 'Number: 11850', and 'Main contact:'. Below this, there are checkboxes for 'Stop' and 'No Mailings', and a 'Registered: 12.09.2025 CM' status. The bottom section shows a table with columns for 'Contacts', 'Relations', 'Projects', 'Activities', 'Sales', and 'Requests'. The 'Contacts' tab is active, and the table has columns for 'Mr/Ms', 'First name', 'Last name', 'Title', 'Phone - Mobile', and 'E-mail'. At the bottom of the table, there are buttons for 'Add', 'Delete', and 'Export', and a status indicator 'Former employees count: 0'. On the right side of the interface, there is a 'SUPEROFFICE COPILOT' chat window. It features a 'Copilot' icon and the text 'Get inspired using AI. Use the predefined questions below or chat with me.' Below this text are four buttons: 'Company details', 'Competitors', 'Business', and 'Contact Information'. At the bottom of the chat window, there is a text input field with the placeholder 'Type a message...' and a send button.

Introducing: New Start pages



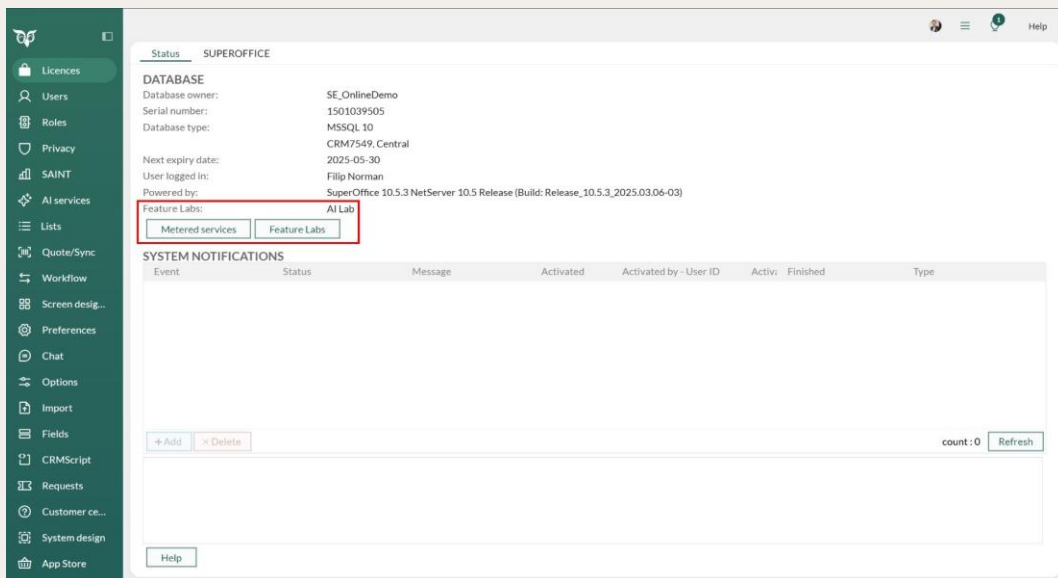
AI agents on the new start page



Let's have a look at the road map

		Done	Now	Next	Future
SuperOffice C...	SuperOffice C...	AI assisted Company registration	Copilot for Service Agents Natural Language support in search and selections	Get insights about customers and leads	Suggest and prioritize sale and customer activities
	Mobile CRM	Business card scanner	> Maintain and align functionally parity with the	Voice driven Note taker - Mobile > Maintain and align functionally parity with the	

Self-service activation



The screenshot shows the 'Status' page of SuperOffice. The left sidebar contains navigation links: Licences, Users, Roles, Privacy, SAINT, AI services, Lists, Quote/Sync, Workflow, Screen design..., Preferences, Chat, Options, Import, Fields, CRMScript, Requests, Customer ce..., System design, and App Store. The main content area is titled 'SUPEROFFICE' and contains a 'DATABASE' section with the following details: Database owner: SE_OnlineDemo, Serial number: 1501039505, Database type: MSSQL 10, CRM7549_Central, Next expiry date: 2025-05-30, User logged in: Filip Norman, and Powered by: SuperOffice 10.5.3 NetServer 10.5 Release (Build: Release_10.5.3_2025.03.06-03). Below this is a 'Feature Labs' section with a red box highlighting the 'AI Lab' toggle, which is currently turned on. The 'SYSTEM NOTIFICATIONS' section is empty. At the bottom, there is a 'Help' button.

STATUS SUPEROFFICE

DATABASE

Database owner: SE_OnlineDemo
Serial number: 1501039505
Database type: MSSQL 10
CRM7549_Central
Next expiry date: 2025-05-30
User logged in: Filip Norman
Powered by: SuperOffice 10.5.3 NetServer 10.5 Release (Build: Release_10.5.3_2025.03.06-03)

Feature Labs: AI Lab

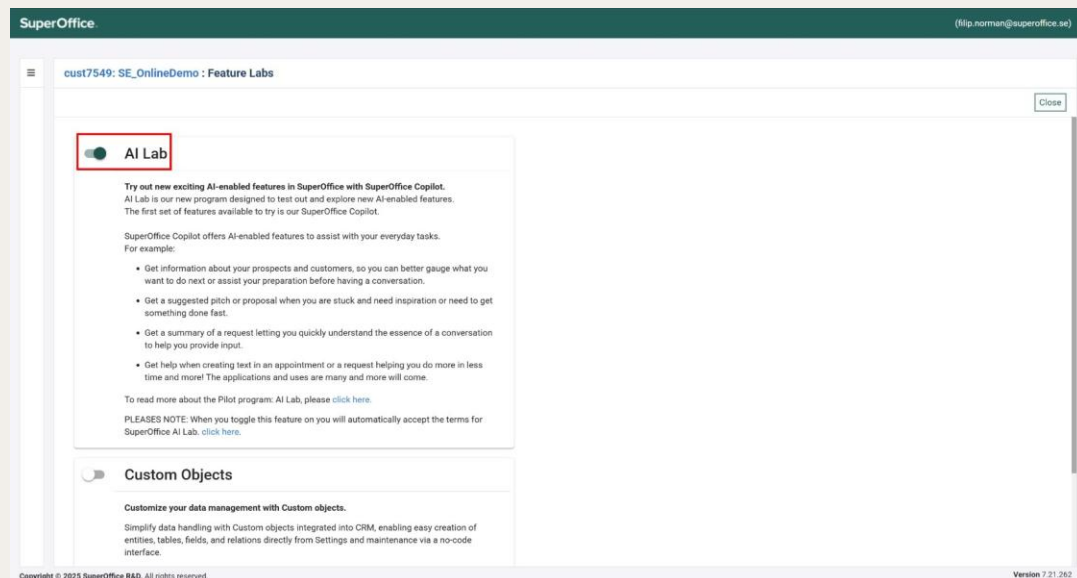
Metered services Feature Labs

SYSTEM NOTIFICATIONS

Event	Status	Message	Activated	Activated by - User ID	Activ:	Finished	Type
-------	--------	---------	-----------	------------------------	--------	----------	------

+ Add x Delete count: 0 Refresh

Help



The screenshot shows the 'Feature Labs' page in SuperOffice. The header is 'SuperOffice' with the email '(filip.norman@superooffice.se)'. The page title is 'cust7549: SE_OnlineDemo : Feature Labs'. The 'AI Lab' toggle is highlighted with a red box and is turned on. The text describes the AI Lab as a new program designed to test out and explore new AI-enabled features. It lists several features: Get information about your prospects and customers, Get a suggested pitch or proposal, Get a summary of a request, and Get help when creating text. A note states that by toggling this feature, the user automatically accepts the terms for SuperOffice AI Lab. The 'Custom Objects' toggle is also shown and is turned off. The footer contains the copyright notice 'Copyright © 2025 SuperOffice R&D. All rights reserved.' and the version number 'Version 7.21.262'.

SuperOffice (filip.norman@superooffice.se)

cust7549: SE_OnlineDemo : Feature Labs

AI Lab

Try out new exciting AI-enabled features in SuperOffice with SuperOffice Copilot. AI Lab is our new program designed to test out and explore new AI-enabled features. The first set of features available to try is our SuperOffice Copilot.

SuperOffice Copilot offers AI-enabled features to assist with your everyday tasks. For example:

- Get information about your prospects and customers, so you can better gauge what you want to do next or assist your preparation before having a conversation.
- Get a suggested pitch or proposal when you are stuck and need inspiration or need to get something done fast.
- Get a summary of a request letting you quickly understand the essence of a conversation to help you provide input.
- Get help when creating text in an appointment or a request helping you do more in less time and more! The applications and uses are many and more will come.

To read more about the Pilot program: AI Lab, please [click here](#).

PLEASE NOTE: When you toggle this feature on you will automatically accept the terms for SuperOffice AI Lab. [click here](#).

Custom Objects

Customize your data management with Custom objects.

Simplify data handling with Custom objects integrated into CRM, enabling easy creation of entities, tables, fields, and relations directly from Settings and maintenance via a no-code interface.

Copyright © 2025 SuperOffice R&D. All rights reserved. Version 7.21.262



Tak for i dag.