

From the CEO

Welcome to the July edition of [Sequent Talks](#), where we are turning the spotlight on CRM but with a twist of humor and a shot of AI-powered espresso. CRM has long been the unsung hero of business growth. But who knew it could also deliver a few laughs? The truth is, CRM is no longer just a glorified contact book. Thanks to AI, it’s now predicting customer needs, automating follow-ups, scoring leads, and even telling you who’s ready to buy before your first sip of coffee.



Funny Tech News

[CRM Meets Snacks](#): Let's just say, It's a start. The Chatbot experiment showed that AI based CRM has the knowledge, but street smarts are yet to be developed. The attitude, confidence - even when its wrong, are all there.

[Getting the Gen Z Customer Service Stare?](#) Plot Twist, You Might Be the Problem: Gen Z workers are using a blank, silent “stare” in customer service not out of rudeness, but as a calm, passive way to deal with difficult customers and maybe signal you’re the problem.

[Caitlin Clark Forces Indiana to buy CRM](#): 265% increase in attendance caused by Caitlin Fever. The Fever is deploying CRM, Automations and Agentic AI to deliver more personalized experiences, helping to increase attendance, loyalty, and overall satisfaction with its fans.

[CRM is NOT Customer Relationship Management](#): CRM is a platform to express creativity, build personal connections and craft a memorable experience for the customer. Henceforth it would be called Creative Relationship Marketing.

