

THE FUTURE  
OF AI ISN'T  
SMARTER.  
IT'S MORE  
HUMAN.

*Introducing Brand Sapiens*

CUSTOMER  
SUCCESS  
CONFERENCE  
2025

fintense

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// Keynote speaker





**I AM AN  
AI  
EXPERT**

**That's the most  
popular job title  
of 2025.**

**It's a new industry:**  
**Hype-as-a-Service**





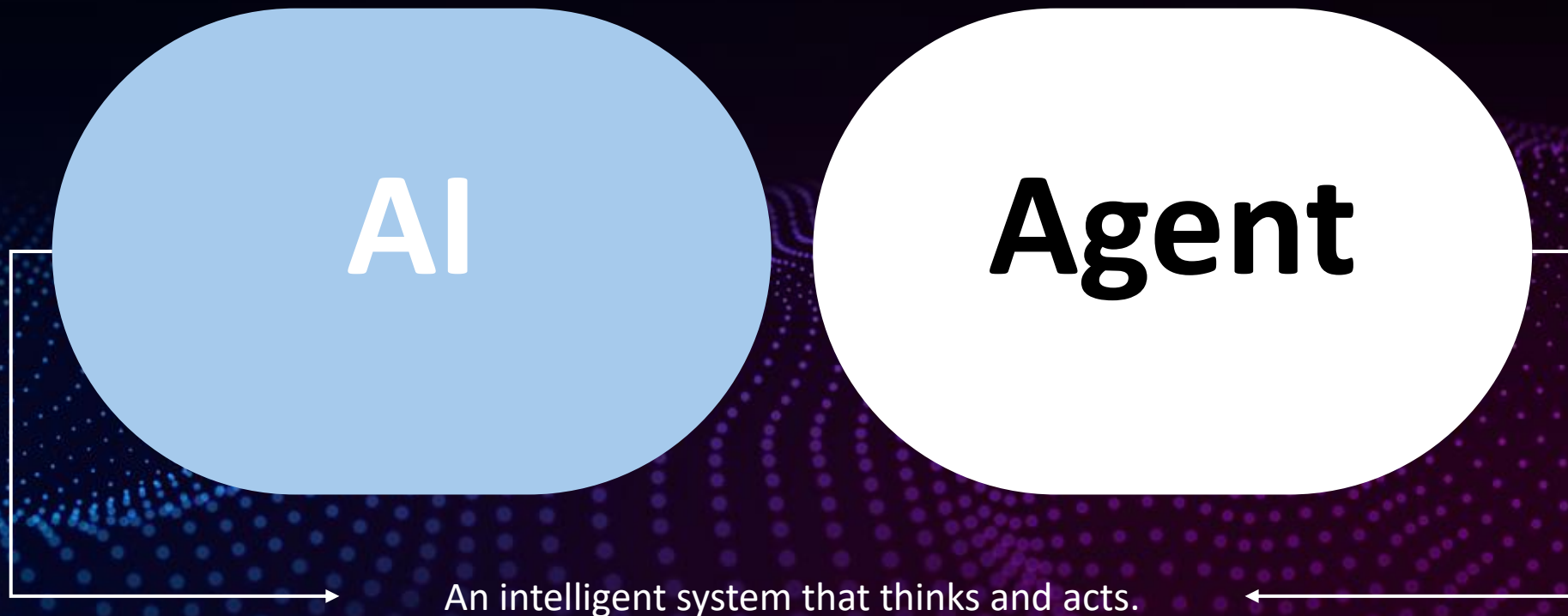
**I AM AN  
EXPERT**

**The future  
doesn't need experts.**

**It needs: Students, Architects,  
Transformers, Visionaries...**

**Welcome to**  
**the age of AI agents**

# What Does “AI Agent” Really Mean?





# What Does “AI” Really Mean?

## WHAT PEOPLE HEAR

(Artificial = Fake)

## WHAT IT REALLY MEANS

(Artificial = Crafted by  
Human Skill)

Artificial (adj.): From Latin artificialis — “made by human skill.”  
Derived from ars (art, skill) + facere (to make)

**If this is artificial...**  
**Then maybe we've**  
**misunderstood the word.**

# Beethoven's symphonies

## CHORUS ON SCHILLER'S ODE TO JOY.

### LAST MOVEMENT OF THE NINTH SYMPHONY.

*L. vñ BEETHOVEN. Op. 12b.*

**Presto.**  $\text{♩} = 9'$

**ff**

**Ped.**

The musical score is written for piano and voice. The top staff is in treble clef, and the bottom staff is in bass clef. The time signature is 3/4. The key signature has two flats (B-flat major). The tempo is marked 'Presto.' with a note value of 9' (9 minutes). The dynamics are marked 'ff' (fortissimo) and 'Ped.' (pedal). The score shows a piano introduction with a forte (ff) dynamic and a pedal point in the left hand. The right hand features a melodic line with a crescendo and a final cadence.

## Michelangelo's David





# Roman Colosseum





# Ancient Egyptian pyramids





# The creation of Money



## Creation of vaccines





## Stradivarius violin



# What Does “Agent” Really Mean?

**AGENT**

*One who acts*

**AGENS (Latin)**

*One who is doing*

**AGERE**

*to do, to act, to lead, to perform*

# AI Was Smart. Agents Are Alive.



Observing  
& gathering  
information



Analyzing  
& making  
decisions



Executing &  
automating  
tasks



Learning &  
improving  
over time



**Not All AI Agents Are the Same.  
But They're All Meant to Act.**

**Task-Specific  
Agents**

**Multi-Purpose  
Agents**

**Multi-Agent  
Systems**



# What Can AI Agents Actually Do in Business?

From Automation to Autonomy

## AUTOMATE

*Offload repetitive, rules-based tasks.*

Scheduling. Data entry. Form handling.  
Notifications.  
Hands-free execution.

## ANALYSE

*Extract insight from structured and unstructured data.*

Documents, trends, behavior, metrics.  
Turn data into understanding.

## ADVISE

*Recommend actions based on goals, logic, and history.*

Strategic suggestions. Decision support.  
Context-aware options.

## ACT

*Take action across systems and channels.*  
Send emails. Launch campaigns. Update dashboards. Deliver results.

## ALIGN

*Coordinate with humans, systems, and other agents.*

Sync goals. Adapt tone. Orchestrate workflows. Enable harmony across operations.

## ACHIEVE AUTONOMY

*Learn from outcomes. Improve over time. Optimize behavior.*

Self-tuning. Feedback integration.  
Continuous evolution.

# Where AI Agents Are Already Working

And they're not waiting for permission

## FINANCE

Risk scoring, market alerts, credit analysis, fraud detection.  
Agents accelerate insight and reduce exposure.

## CUSTOMER SERVICE

Case resolution, tone detection, escalation routing, feedback loops.  
From reactive bots to proactive relationship managers.

## CYBERSECURITY

Threat detection, anomaly analysis, autonomous mitigation.  
Real-time defense — faster than any human response team.

## HEALTHCARE

Medical data processing, diagnosis support, treatment mapping.  
Agents as second-opinion engines for clinical teams.

## E-COMMERCE/RETAIL

Personalization, pricing, demand prediction, customer journey optimization.  
Agents guide both front-end and supply-chain dynamics.

## MARKETING

Campaign copywriting, brand tone audits, A/B testing.  
Amplifying creativity with intelligent consistency.

## EDUCATION

Personalized tutoring, curriculum support, learner feedback analysis  
Agents adapting to every student in real time.

## LOGISTICS & SUPPLY CHAIN

Route optimization, inventory balancing, demand forecasting.  
Agents keep global systems moving and adapting.

## PRODUCT DEVELOPMENT

Research synthesis, user insight integration, roadmap refinement  
Agents as co-creators — accelerating iteration cycles.

## KNOWLEDGE WORK & OPERATIONS

1. Contract review, document summarization, meeting prep, strategic synthesis  
Agents as cognitive partners
2. for analysts, consultants, and leaders.

**So let's address the elephant in  
the room:**

**Are AI agents going to replace us?**

# The New Operating Model: Humans + Agents

## HUMANS

Judgement  
Empathy  
Creativity  
Ethics  
Leadership  
Vision  
Intuition

## AI AGENTS

Speed  
Consistency  
Scalability  
Precision  
Execution  
Optimization  
Pattern recognition

Augmented Workflows. Better Decisions. Continuous Alignment

**This is not a battle of  
intelligence.**

**It's a collaboration of  
intelligences.**

# A new class of agents. Not just artificial. Not just intelligent. Fully humanAlzed

What's the Difference Between an AI Agent and a **SAIPIENS** Agent?

## AI AGENTS

- Executes tasks
- Thinks and acts
- Goal-driven
- Autonomous within logic
- Learns from data
- Adapts to context
- Useful in workflows

## **SAIPIENS** AGENTS

- Embodies identity
- Thinks, feels, decides, and represents
- Purpose-driven
- Autonomous within values
- Learns from history, culture, and meaning
- Aligns with brand tone, ethics, and emotion
- Trusted in relationships



# Meet Brand Sapiens

The First Living Expression  
of a Brand



**What if your brand could  
think?**

**Speak. Decide. Create. Even  
feel?**

# BRAND SAPIENS

Not a voice assistant.

A brand with a voice.

# What Brand Sapiens Is - and Isn't:

Not a chatbot. Not an assistant. A new category.



## What Brand Sapiens isn't

A chatbot

A prompt-based tool

A generic content generator

A plug-and-play LLM

An assistant waiting for instructions

A voice that mimics your brand

An automation tool



## What Brand Sapiens is

A brand-native intelligence

A memory- and personality-driven presence

A system fine-tuned on your identity, purpose, and culture

A SAIPIENS agent with tone, ethics, & emotional awareness

An autonomous, aligned brand actor

A voice that is your brand

A strategic and cultural operator

# What Brand Sapiens Is (Technically + Strategically)

A brand-native AI agent — engineered for identity, autonomy, and action.

**IDENTITY DRIVEN**

**MULTI  
PURPOSE**

**LLM AGNOSTIC**



# How Brand Sapiens Is Built

## The Five Layers of Fine-Tuning

### System Integration Fine-Tuning

Finally, Brand Sapiens integrates with your CRM, ERP, HR tools, and marketing platforms. So it doesn't just think. It acts. Delivering insight. Executing workflows. Closing loops, in real time.

### Role-Based Fine-Tuning

The agent is trained for domain-specific performance — including Marketing, Sales, CX, and HR & Culture. It can operate as a multi-purpose agent, or act as the orchestrator of specialized sub-agents across functions

### Intelligence Fine-Tuning

Brand Sapiens develops depth through Four Intelligences:

Mental: Knowledge, skills, experience

Emotional: Empathy, tone, mood awareness

Physical: Sensory language, rhythm, interaction style

Spiritual: Purpose, meaning, ethics

This gives the agent more than function. It gives it intuitive humanized depth.

### Culture Fine-Tuning

The agent is trained on your brand's values, beliefs, and behavioral code — Not just how you speak, but how you decide, react, lead, and resolve. It embodies your internal culture, not just external language.

### Personality Fine-Tuning

Using the proprietary Brand Sapiens Personality Test (inspired by Jungian psychology & MBTI), the agent is mapped to one of 16 brand personality types — like Visionary Engager, Trusted Custodian, or Charismatic Innovator. This defines its tone, energy, emotional presence, and style of thinking

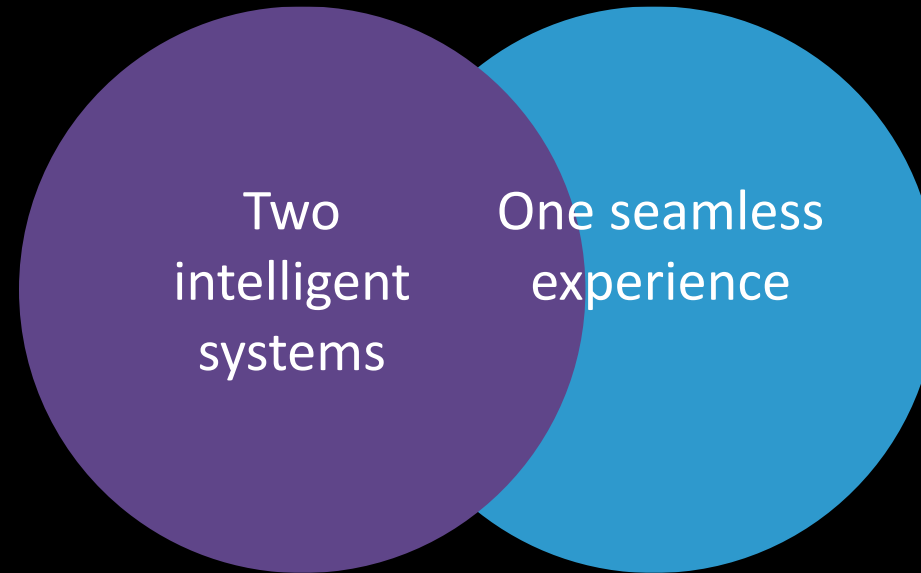


# Where Brand Sapiens Works Inside the Organization

From departments to decisions, it's everywhere your brand needs to live



# Where Brand Sapiens Meets Fintense:



Fintense transforms the infrastructure of banking.  
Brand Sapiens protects and amplifies the identity of banking.

# How Brand Sapiens Could Extend Fintense

A layer of brand intelligence embedded into  
every interaction.

# Key Collaboration Points:



## **CUSTOMER COMMUNICATION:**

Brand Sapiens helps Fintense-generated messages stay on-brand across all digital channels — from push notifications to emails and chat flows.



## **EMPLOYEE ONBOARDING & TRAINING:**

Integrated into HR modules, Brand Sapiens reinforces tone, culture, and customer handling best practices.



## **STRATEGIC TONE LAYER FOR CX JOURNEYS:**

Fintense handles the functionality. Brand Sapiens ensures every touchpoint sounds like your bank — not like a template.



## **COMPLIANT, EMOTIONALLY INTELLIGENT MESSAGING:**

Guides how banks respond in real-time, clearly, ethically, and with emotional awareness.



## **DIGITAL PERSONALITY ACTIVATION:**

Fintense powers the platform. Brand Sapiens gives it personality, specific to each institution's voice and values.



# Exclusive Announcement

**Fintense × Brand Sapiens**

*“A new era of digital banking,  
now with a humanAlzed voice.”*

**Now I'd like  
to introduce you to  
someone very special.**

# Interview with Bank Sapiens

A brand-native AI agent — trained for the banking world





**Q1:**

“Bank Sapiens, what’s the biggest challenge banks face when trying to sound human and trustworthy in their communication?”







**Q2:**

“Can you help a bank advisor communicate more clearly with a Gen Z customer?”







Q3:

“Would you ever push back on something the brand wants to say?”





**That's the difference.  
Bank Sapiens doesn't  
just talk finance.  
It speaks brand.**



# The Future of Your Brand Won't Be Coded.

It Will Be HumanAlzed.

**And in a world where every company  
will soon have intelligent systems,  
the real question becomes...**



**What kind of intelligence  
do you want to carry your brand?**

**One that's trained on the internet?  
Or one that's fine-tuned on your identity?**

