

# Covisian Group launches its new corporate purpose **Building an Easier World**



- **Artwork by international artist Sabrina Rocca**

**Milano, December 15, 2023.-** Covisian Group, a multinational technology company focused on making people's lives easier through advanced customer management services, launches its new corporate purpose **Building an Easier World**, marking an important milestone in the company's evolution.

[Sabrina Rocca](#), a renowned international artist focused on social issues, has represented the values and the recently launched purpose of Covisian Group in a new work of art.

The artist has involved the children of the company's employees (one for each country where the multinational is present), who through their way of seeing the world show simplicity, empathy, and a new way of connecting from an emotional side, and help to understand the corporate purpose of the company: Building an Easier World. It is a project that captures the essence of what the multinational technology company represents today.

At a time when artificial intelligence is transforming the way companies interact with their customers, Covisian positions itself as an advocate for effective innovation. The customer service industry is in the midst of a technological revolution that presents both threats and opportunities. In that sense, the company acknowledges this change and is firm in its commitment to make people's lives easier.

**According to Gabriele Moretti, President and Founder of Covisian Group,** *"Today, generative artificial intelligence is capable of replacing people with machines in many tasks and activities. Our vision of always setting people at the center to make life easier is now more relevant and differential than ever.*

*We welcome this sudden technological evolution as a great opportunity that will allow us to demonstrate, once again, how effective innovation and the ability to apply new tools that reinvent the way we work will lead us, not only to maintain*

*our position in the market, but also to become leaders in a new market that does not yet exist."*

Ultimately, Sabrina Rocca's new work, **Building an Easier World**, embodies Covisian's commitment to innovation, technology and, above all, people's satisfaction. The company will continue to lead the way in the world of customer experience, adapting to technological evolution and always keeping people at the center.