



Press Release

Innovations
for Europe
NFON
**is leading business
communication into the
future**

AI excellence
at speed

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Nia FrontDesk:
AI-supported
inbound call management
with maximum efficiency

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New licensing model for
transparency and
future-proofing

[Press Kit](#)



AI excellence at speed

NFON, a leading European provider of integrated business communications, is rapidly advancing its European AI offensive as part of its **NFON Next 2027** strategy. Under the motto "From Europe with Intelligence: Where Vision Finds Its Voice", NFON outlined the future of innovative and AI-supported business communications at an exclusive event.

NFON launched its first AI initiatives back in early 2024, with a clear focus on portfolio innovation and internal transformation to become the best-managed AI company in the industry. A key milestone was the acquisition of **botario** around a year ago, which integrated generative technologies and agentic AI into the entire portfolio.

"In just one year, we have demonstrated how quickly and consistently we can put innovation into practice, from initial pilot projects to market-ready solutions for our partners and customers," says **Andreas Wesselmann**, Chief Executive Officer of NFON AG. "This is just the beginning; we will continue to maintain this pace." NFON is thus underlining its role as an innovator and European player that combines technological excellence with data sovereignty and trust.

AI power across all touchpoints

AI Essentials has already been introduced with the NFON Intelligent Assistant. It modernises processes and simplifies access to information. Features include voicemail transcriptions, call transcriptions with summaries, and language selection. In addition, Nia, NFON's intelligent assistant, is fully integrated into the application suite – directly embedded in business telephony. This means that Nia is now available across all touchpoints: on the website, in the partner portal, on the intranet, and directly in the Application Suite.

This benefits customers and partners alike: NFON's botario platform is continuously expanding its market presence in Germany and helping more and more companies to automate recurring queries and tasks.

One example is **CEWE**, Europe's largest photo service provider, which already uses intelligent chat and voice bots to automatically process customer enquiries such as damage reports or order cancellations. In addition, strategic partners such as **SNU Consultant4IT** are developing OEM solutions that can be used to provide industry-specific bots for multiple customers.

AI-supported inbound call management for maximum efficiency

The latest innovation is **Nia FrontDesk**, an AI-powered virtual inbound call agent that intelligently recognises, answers and forwards incoming calls. The solution reduces waiting times, ensures faster call handling and relieves employees of repetitive tasks. Its features include:

- **Intelligent call forwarding:** Nia understands caller requests ("I would like to speak to the accounts department") and forwards calls accordingly, depending on availability.
- **FAQ:** Nia also automatically answers frequently asked questions (FAQs) such as opening hours, document dispatch or standard information – at any time and without waiting times.
- **Fallback options:** If the person you are calling is unavailable, alternative contacts are offered.
- **Seamless integration:** Fully embedded in NFON business telephony, without external systems or complex configuration.
- **Data security:** GDPR-compliant, data processing exclusively in Europe.

Nia FrontDesk is aimed at companies with high call volumes, from healthcare, insurance and finance to retail and other industries. **Jana Richter**, Executive Vice President AI & Innovation at NFON AG: "With Nia FrontDesk, we bring innovation to where it makes the biggest difference in everyday life: at the first point of contact with customers. Companies avoid missed calls and ensure a professional first impression at all times, whilst reducing their costs. With Nia FrontDesk, we have created a solution that noticeably combines efficiency and service quality while promoting customer and citizen satisfaction."

Nia FrontDesk ensures that no call goes unanswered and that employees can concentrate on value-added tasks. "Nia FrontDesk takes communication to a new level," says Jana Richter. Nia FrontDesk is already available and NFON is providing close support to its first customers to ensure optimal use right from the start.

New licensing model for greater simplicity and growth

With the ever-growing range of functions in NFON's AI portfolio, a clear and transparent product selection is becoming increasingly important. This is because today, many companies face the challenge of choosing the right combination for their requirements from a multitude of options. To simplify this process and at the same time promote the use of AI-supported business communication, NFON is introducing a new, simplified licensing model in parallel with the continuous expansion of its portfolio. It ensures clear structures, makes getting started even easier and offers partners and customers maximum predictability and attractiveness. At the heart of the new model are four clearly defined packages – Starter, Standard, Advanced and Ultimate – which are tailored to different requirements and thus ensure maximum flexibility and scalability.

"The new licensing model is an important component of our strategy," says **Alexander Wettjen**, Executive Vice President Sales & Marketing at NFON AG. "It facilitates access to our cloud and AI solutions, strengthens the partner channel and accelerates the spread of intelligent, AI-supported business communication in Europe." The first partners are already working successfully with the new model, and the rollout will be gradually expanded in the coming months.

Press kit

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About NFON

NFON is a leading European provider of integrated business communications with a focus on AI-based applications. The company, which is listed in the Prime Standard segment of the Frankfurt Stock Exchange, has nine branch operations and works together with over 3,000 partners. Every day, NFON supports around 55,000 business customers in Europe with intuitive communication solutions that make their businesses more efficient and flexible. NFON is active as a licensed telecoms company in 15 European countries.

As a long-term partner for small and medium-sized businesses, NFON combines technological innovation with user-friendly and efficient business communication solutions. With both AI-based technologies and operational excellence, NFON enables companies to harness the full potential that artificial intelligence offers – for optimised processes, more precise customer interactions and new growth opportunities.

With its core product, its smart cloud communications platform, NFON offers hassle-free voice calls, simple videoconferencing and seamless integration of CRM and collaboration tools for small and medium-sized companies. All of NFON's cloud services are operated in certified data centres in Germany, with 100% of their energy needs covered by renewable sources.

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