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Press Release Distribution Report

June 27, 2025

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Distribution Report

Building the Future of Customer Support with AI Adam Guez and the New Standard

Date Submitted: 2025-06-27

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Your Submitted Press Release

Dubai, United Arab Emirates, 28th Jun 2025 - Customer service has long been viewed as a cost center — an unavoidable necessity, often underfunded and underoptimized. But [Adam Guez](#), a French entrepreneur based in Dubai, believes that's changing. And with the right tools, it can become one of the most powerful engines for customer loyalty and brand performance.

Through his company **RGI Enterprises**, Adam is pioneering a new approach to service: one where **artificial intelligence doesn't replace humans, but enhances them**, streamlines workflows, and makes support smarter, faster, and more personal.

In a landscape where consumers expect 24/7 responsiveness, instant answers, and seamless experiences, traditional service models are falling behind. Long wait times, inconsistent responses, and manual processes are no longer acceptable — especially in sectors like real estate, e-commerce, and healthcare, where the margin for error is slim. This is where [Adam Guez](#) steps in.

By developing AI-powered systems tailored to small and medium-sized businesses, he is helping brands move from reactive support to **proactive, automated assistance**. These tools — including intelligent chatbots, lead nurturing systems, and multilingual agents — are designed to solve 80% of recurring queries, allowing human teams to focus on the 20% that actually require empathy and nuance.

But Guez's vision goes beyond efficiency. It's about **designing support as a strategic layer**, not an afterthought. A place where every interaction is an opportunity to strengthen trust, reinforce brand values, and increase lifetime value.

This approach is rooted in his operational background. Unlike many tech founders, Adam didn't start in AI — he started in execution. Over the last few years, he has launched and exited several companies, including **DVT Group** (a portfolio of e-commerce brands), **Mycare** (a Dubai-based dental tourism platform), and **Maison Burj Dubai**, a luxury streetwear label sold in 2023 after gaining traction in Paris, Miami, and Marrakesh.

His playbook is always the same: **identify inefficiencies**, build streamlined systems, grow fast, then hand off the business when the foundation is solid. With RGI, he's taking that formula and applying it to the world of customer experience — an area that's ripe for disruption, yet still underserved.

One of his current priorities is creating a fully integrated **AI support system for real estate agencies** in the UAE. In this sector, follow-ups are critical, and opportunities can be lost in seconds. Adam's platform is being developed to manage inbound messages, qualify leads, schedule viewings, and follow up automatically — in English, Arabic, or French — all while syncing with an agency's existing tools.

This focus on **real-life operational pain points** is what sets Adam's work apart. His systems aren't built in a lab; they're designed with the messy, unpredictable world of business in mind.

"Tech is only as good as its adoption rate," says one of his lead developers. "Adam pushes us to build tools that people actually want to use — not just admire on a slide deck."

In a market flooded with SaaS platforms promising transformation, [Adam Guez](#) brings a refreshing clarity: solve the problem, respect the user, and deliver something that just works.

The future of customer support, in his view, won't be cold or robotic — it will be intelligent, fast, and surprisingly human.


And thanks to founders like him, it's already being built.

Adam Guez' Social media :

<https://www.linkedin.com/in/adam-guez/>

<https://www.instagram.com/theadamguez/>

<https://www.youtube.com/@adamguez>

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