



## Media Release

Schaffhausen

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### **GF Piping Systems pilots AI integration to support customer success**

**In partnership with Microsoft and Showpad, GF Piping Systems, the leading flow solutions provider for the safe and sustainable transport of fluids is rolling out its sales excellence transformation program to empower sales teams with AI technology to support customer success.**

GF Piping Systems has been a specialist in the safe preservation and transportation of global fluid resources for over 150 years. The company's innovative solutions continue to help solve water loss for utilities, improve energy efficiency in industrial buildings, data centers, and onboard vessels, improve water quality for water treatment OEMs, semiconductor manufacturers, and the food and beverage industry, and ensure clean water reaches the tap. In addition, its performance materials and specialized solutions, including prefabrication and engineering, support numerous industries in improving operational safety and meeting the demands of construction execution.

Since introducing its Strategy 2025, GF Piping Systems has increased customer proximity in key global industries and strengthened its global footprint with more sales offices, customer experience centers, and offsite manufacturing hubs. The sales excellence program has supported this with all sales colleagues globally onboarded within its GForce sales enablement program, and the call center teams are now being upskilled and supported by AI in key territories to ensure they can serve as engineering advisers to GF's customers. During the same period, the division of GF rolled out customer service and marketing automation applications within the Microsoft Dynamics 365 Copilot environment, and the Showpad all-in-one sales enablement platform, AI capabilities are now fully embedded within the CRM environment.

While voice recognition systems in customer service aren't a novel concept, the introduction of generative AI is. The advancement propels customer service into a new era at GF Piping Systems. Additionally, commercial teams can automatically leverage the technology to generate insights and recommendations for the customers' needs, enabling them to deliver proactive, customized buyer experiences.

Christopher Merrell, CMO at GF Piping Systems, explains, "Trust has to be built, and that's what we do. I'm proud to share how, as an innovation and sustainability leader, we continuously strive to add value to our customers' and partners' operations and make it easier for them to do business with us. Our vision of a seamless customer and employee experience drives us to succeed."

**[Find out more from our panelist at "Excellence Enabled," Grégory Quelin, Head of Sales and Customer Experience, where he talks about how his team integrated Showpad AI to build trust with customers.](#)**

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### **GF Piping Systems**

GF Piping Systems creates connections for life as the superior water and flow solutions provider for industries and infrastructure, enabling the safe and sustainable transport of fluids.

The division focuses on industry-leading leak-free piping solutions and engineering services for numerous demanding end-market segments. Its global sales, engineering, and manufacturing footprint reflects its strong focus on customer-centricity and innovation, and its award-winning portfolio includes fittings, valves, pipes, vaults, chambers, automation, fabrication, and jointing technologies.

GF Piping Systems has its own sales companies in 33 countries and fabrication hubs in 15 countries, which means it is always by its customers' side. Production sites in 40 locations in the Americas, Europe, the Middle East, and Asia ensure sufficient availability and quick, reliable delivery. In 2023, GF Piping Systems generated sales of CHF 2'100 million and employed 8'798 people. GF Piping Systems is a division of Georg Fischer AG (GF), founded in 1802 and headquartered in Schaffhausen (Switzerland).

[www.gfps.com](http://www.gfps.com)

### **Picture**



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