

## Call2Net Acquires Stip AI: A New Era of Intelligent Customer Service Begins

Milan, May 22, 2025 – **Call2Net**, a leading player in the customer interaction industry, has announced the acquisition of **Stip AI**, an innovative startup with operations in both Italy and the United States, specializing in artificial intelligence solutions for customer service. This acquisition aligns with Call2Net's growth strategy, which focuses on enhancing the customer experience through cutting-edge technologies.

The synergy between Call2Net's expertise and Stip AI's proprietary solutions will enable businesses to access increasingly effective, scalable, and future-ready customer service offerings.

Founded by **Edoardo Vallebella**, **Fabrizio Aiello**, and **Amir Salama** to radically transform how companies manage customer support, Stip AI was launched by **LUISS EnLabs** – the acceleration program by **Zest** in partnership with **Luiss University** – and by **Berkeley SkyDeck** in the United States. The startup has developed a proprietary AI platform powered by over 20 machine learning models tailored for customer service. This technology automates complex processes such as ticket routing, classification, content moderation, and smart reply suggestions, seamlessly integrating with leading CRM platforms and enterprise systems. The impact is clear: tripled productivity and cost reductions of up to 70%.

*"We've always viewed artificial intelligence as an opportunity to amplify human talent," said **Franco Piro, Chairman of the Call2Net Holding**. "The addition of Stip AI to the group marks a pivotal moment in Call2Net's evolution: with this acquisition, we accelerate innovation, strengthen our leadership in the space, and lay the foundation for a customer service future where technology and human expertise come together to deliver increasingly personalized and effective experiences."*

With this acquisition, **Zest** completes its exit from the startup:

*"Stip AI developed proprietary AI technology at a time when AI was still under the radar, anticipating a vertical innovation need in customer care," said **Giulio Montoli, Chief Investment Officer at Zest Investments**. "The acquisition by Call2Net is a testament to the strategic role investors can play in identifying emerging trends early and accelerating the enterprise adoption of cutting-edge technologies. This achievement is the result of a shared journey with the founders, to whom we extend our congratulations for this milestone and for those ahead."*

### Looking Ahead

This transaction strengthens Call2Net's mission to optimize every stage of the customer journey with tailored, integrated, and innovative solutions. With Stip AI on board, a new chapter begins — one where artificial intelligence and human value join forces to deliver next-generation support experiences focused on growth.

*"The acquisition of Stip AI by Call2Net marks a transformative moment in our technological and commercial evolution," said **Edoardo Vallebella**, CEO and co-founder of Stip AI. "With 20 advanced AI models, we're able to offer scalable, integrated solutions across both written and voice support channels. Our technology was built to simplify life — for both customers and service agents." He added, "This agreement with Call2Net amplifies our ambition exponentially. It's not a finish line, but a leap forward, accelerating innovation, expanding market presence, and reaching new customers. It allows us to develop even more cutting-edge solutions for the customer service industry."*

**About Stip AI**

*Stip AI is an Italian startup specializing in artificial intelligence solutions for customer service. Its proprietary technology is designed to optimize request management, enhance operational efficiency, and improve overall service quality.*

[www.stip.ai](http://www.stip.ai)

**About Call2Net**

*Founded in 2007, Call2Net is an Italian holding company offering innovative customer interaction solutions that redefine how brands connect with consumers. Through a “phygital” approach, Call2Net has transformed the traditional contact center model to consistently deliver exceptional customer experiences.*

[www.call2net.it](http://www.call2net.it)

**About Zest**

*Zest is a leading European innovation ecosystem enabler, born from the merger of **Digital Magics** and **LVenture Group**. Zest is Italy’s market leader in early-stage venture capital, startup acceleration, scale-up support, open innovation, and corporate venturing.*

[www.zestgroup.vc](http://www.zestgroup.vc)