

[creative words]

**Attilio Carmagnani "AC"
S.p.A and generative AI
integration in local businesses**

CASE STUDY



Context



Founded in the beating heart of Genoa in 1904, **Attilio Carmagnani "AC" S.p.A.** has a deep-rooted history in the trade and storage of chemicals, playing a strategic role in the Mediterranean logistics chain. Its contribution is crucial to the chemical industry in Italy and Europe as a whole, making it a key player in both the local and international economy.

For over a century, Carmagnani has continued to pursue innovation, constantly seeking new ways to improve its operations and maintain its leading market position.

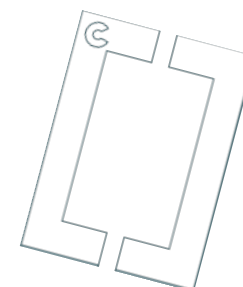


Challenge



Within this industry context, the company identified a need to introduce its sales department to the fundamentals of **generative AI**.

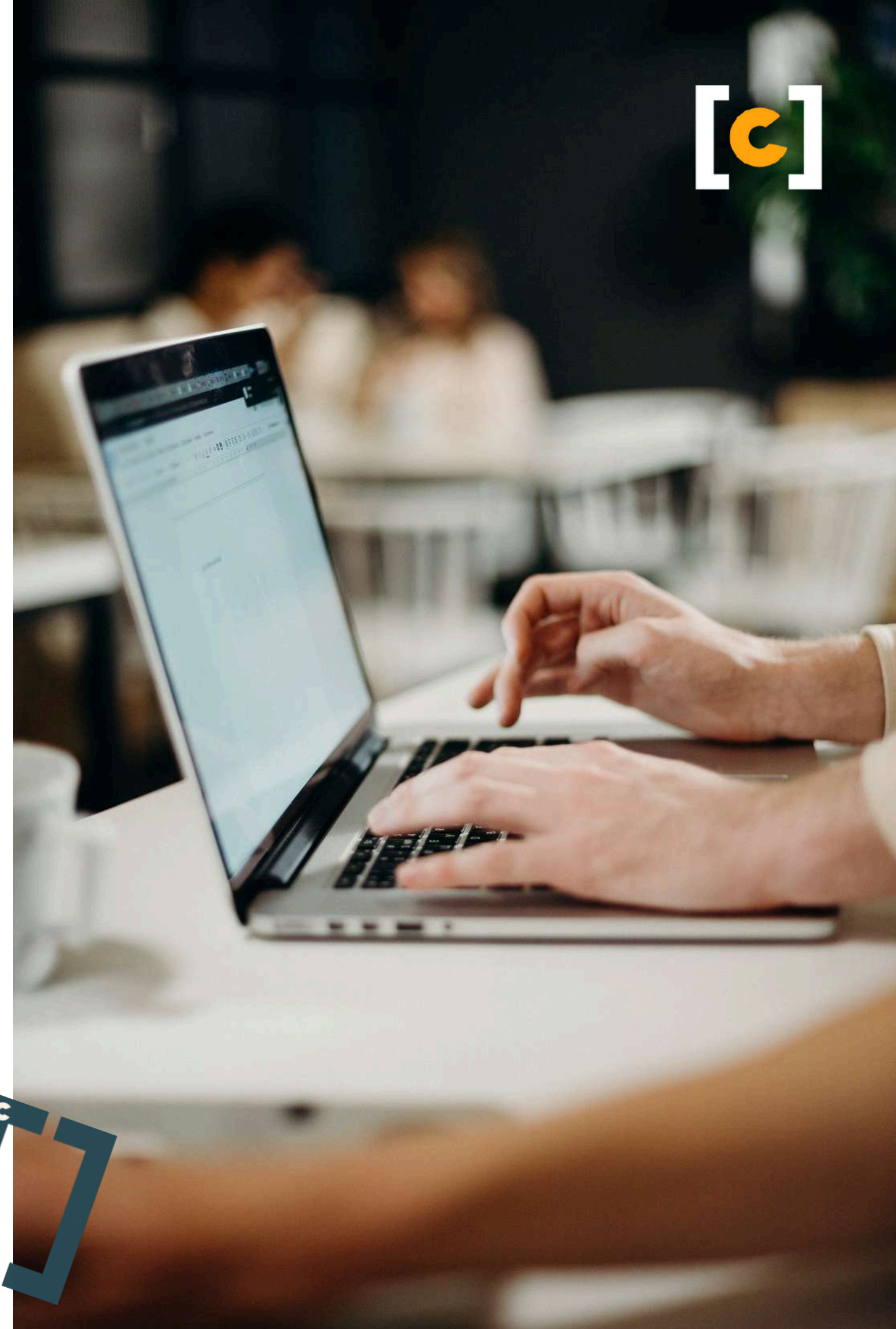
Its goal in doing so was to provide concrete tools to help improve the efficiency of operations and simplify daily tasks. To tackle this challenge, it partnered with **Creative Words**, drawing on our expertise in AI consulting and training. Our flexible and scalable approach proved a perfect match for the needs of the Carmagnani group.



Action

After an initial session to lay the theoretical groundwork, in which we explored the specific needs of the team, we moved on to practical training. Carmagnani's sales team experienced first-hand how **generative AI can support key activities**, such as creating marketing content and generating tailored commercial emails.

Some team members had a basic prior understanding of AI, while others had only ever heard of it. Our main aim was to dispel negative feelings towards AI, which is often perceived as a threat. Through practical and real-life examples, we demonstrated not only how using generative AI can facilitate day-to-day work, but also how a human touch remains crucial, especially in addressing the limitations of this technology. This presented AI no longer as an "enemy", but rather as a valuable ally.



Result

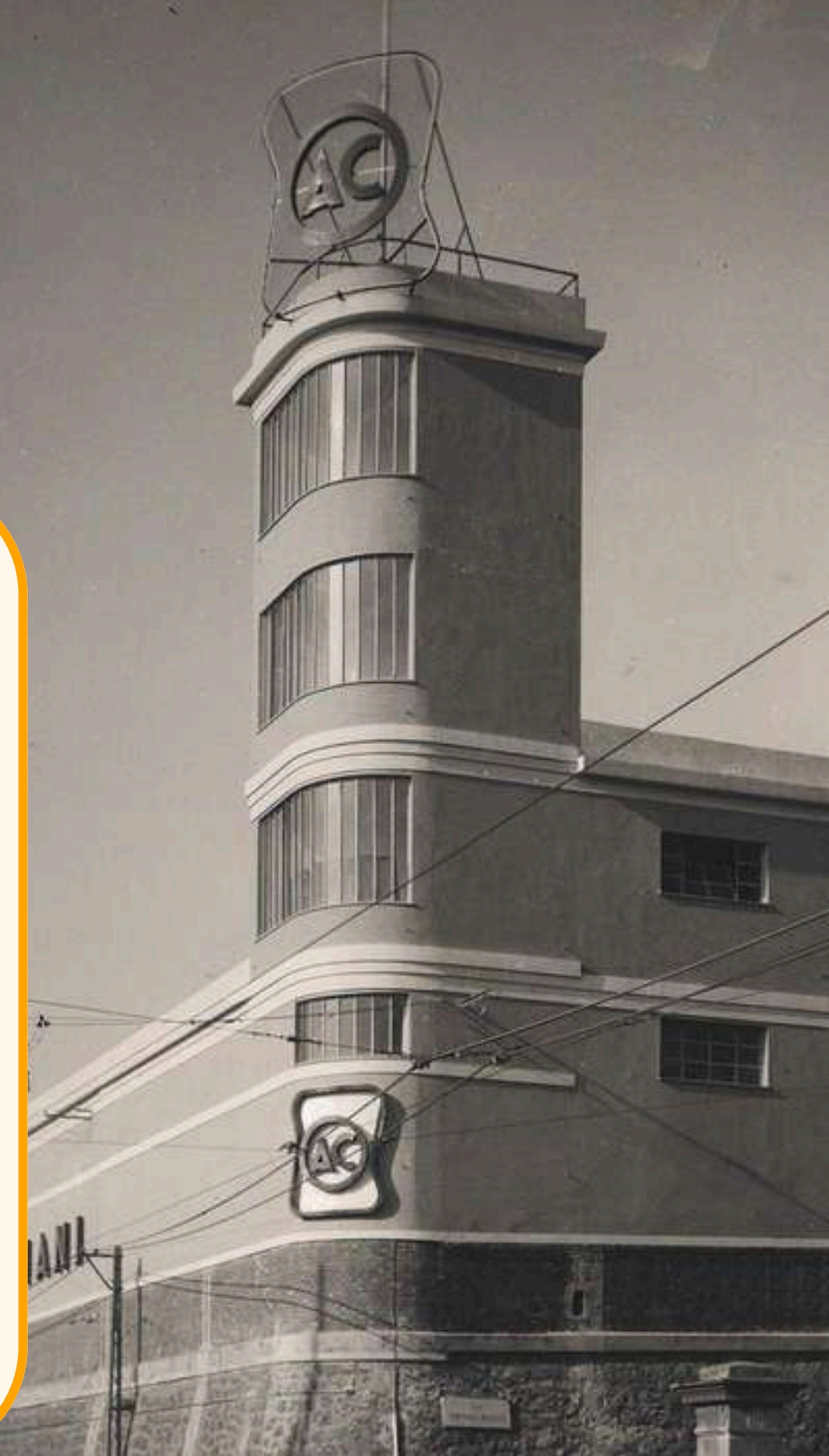


The result has been extremely positive. The team was generally very satisfied with the practical demonstration on the use of generative AI for the creation of marketing and social media posts, an area that, until now, the company had paid little attention to.

Thanks to the training, the team acquired new skills that have paved the way for a further collaboration, namely the creation of a customised editorial calendar to boost their social media presence.

With this step in a new direction, Carmagnani is looking to the future, combining tradition and innovation with a strategic and forward-looking approach.





Where Language meets Innovation

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