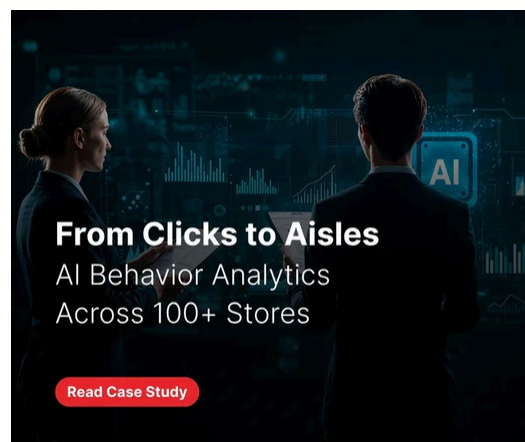




Hey there,

Welcome to the Hyphen Newsletter - the one you can skim in three minutes. Read what worked, why it worked, and how to repeat it. Pick a link, steal a framework, ship faster

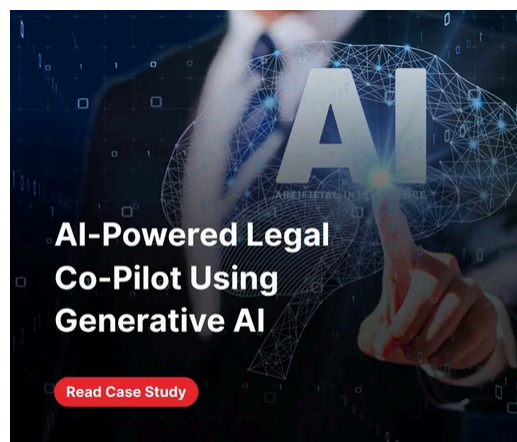
Latest Case Studies to Read



Real-Time Retail, Measure the Floor Like the Site

Calsoft implemented advanced behavior analytics across 100+ locations for a North American retailer, enabling real-time traffic mapping and actionable dashboards that optimize displays, staffing, and merchandising for increased conversions.

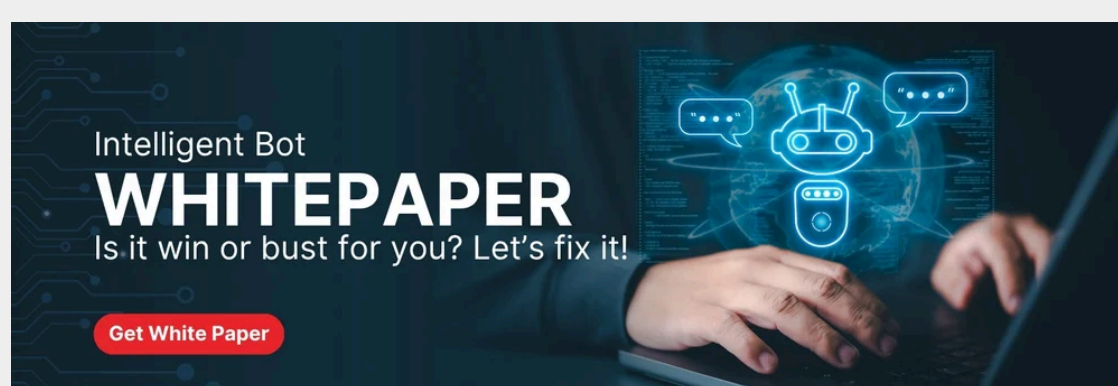
[Read Case Study](#)



The Gen-AI Assistant Lawyers Can Rely On

Let's break it down: legal teams want fewer manual steps and faster, safer decisions. This story walks through a gen-AI co-pilot that streamlines intake, research, and case updates - without derailing governance.

[Read Case Study](#)



Intelligent Bot WHITEPAPER
Is it win or bust for you? Let's fix it!

Bots should reduce effort, not add friction. This short white paper lays out a practical approach to diagnosing what's not working and how to turn your bot into a channel customers actually prefer. Clear steps, quick wins.

[Get White Paper](#)

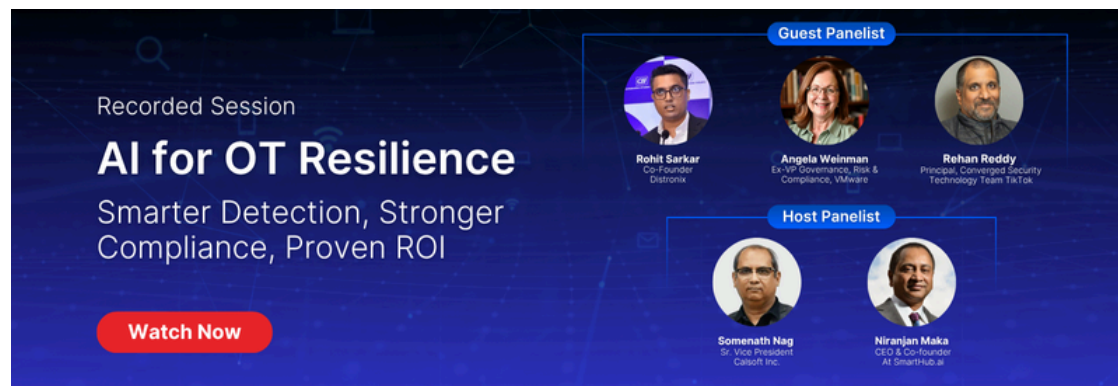


Power Talks - Inside Calsoft:
A Culture Where Learning Never Stops | Ft Aparna Joshi | Richa Thomas

How do you nurture curiosity in a world where technology changes overnight? Aparna Joshi, Head of L&D at Calsoft, shares lessons from her 18+ years helping teams evolve, adapt, and thrive - in conversation with Richa Thomas

The full conversation is live now on YouTube - don't miss it. If you'd like to join us for an upcoming episode and share your insights, we would love to have you!

Reach out at marketing@calsoftinc.com and let's get you on the mic.

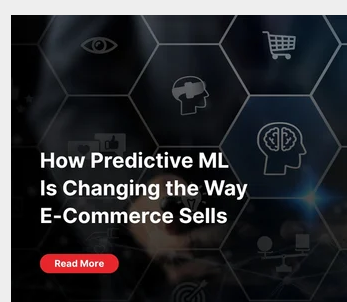


Missed the Live OT Resilience Discussion?

Catch the replay to hear how industry leaders are using AI to predict risks, minimize downtime, and prove ROI from their resilience strategies.

[Watch Recording](#)

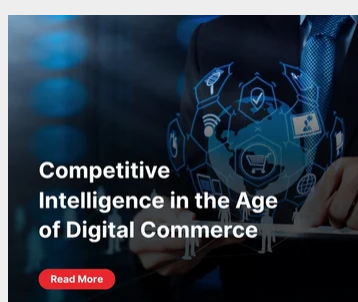
Latest Articles to Read



Predictive Commerce, Practical Gains

This piece explains how predictive models reshape assortment, offers, and retention - without drowning teams in dashboards.

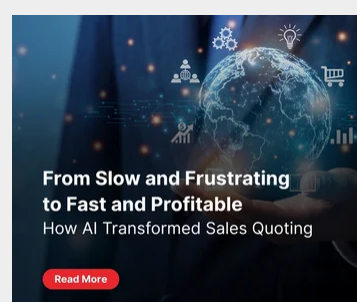
[Read Article](#)



Competitive Intelligence, Done Right

CI isn't about having more data; it's about asking sharper questions. Here's a practical way to track rivals, react faster, and keep your roadmap honest.

[Read Article](#)



See How AI Transformed Sales Quoting

Quote cycles shouldn't take days. This article shows how AI trims back-and-forth, improves accuracy, and frees reps to actually sell.

[Read Article](#)

Read Our latest Press Release



From Research to Revenue: Calsoft's CX Playbook

Here's the thing: UX only matters if it moves the numbers. This PR feature outlines how our CX engineering turns user insight into measurable growth - without bloated rebuilds.

[Read PR](#)

That's It for This Time! Stay Tuned for our next edition of Hyphen



If any of these topics hit a nerve - VMware migrations, gen-AI pilots, e-commerce acceleration, or CX that actually pays off—hit reply. Tell us where you're stuck, and we'll map the fastest path forward.