

PRESS RELEASE

UpMax Details AI Transformation Practice for Everyday Operations

UPMAX Digital Marketing Growth Partner

October 31, 2026



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UpMax has detailed its AI transformation practice, which connects AI systems and automation to the daily workflows of client businesses, starting with one recurring task and keeping people in control of the output.

LONG BEACH, CA - UpMax, a business growth and AI agency, has detailed its AI transformation practice, which applies AI systems and automation to the everyday operations of client businesses rather than to marketing campaigns alone. Each engagement starts with one recurring task a team wants to improve and connects AI to the tools and people already involved.

“Some tasks need rules and automation; some benefit from AI assistance; others should stay with a person,” said Sezgin Arslan, founder and CEO of UpMax. “The right mix depends on your business and the information involved.”

The practice is organized around four areas. Customer inquiries covers organizing requests, preparing replies and routing conversations to the right person. Marketing and CRM connects campaigns, customer information and follow-up, while everyday operations looks at repetitive tasks, handoffs and access to information, as outlined on the AI transformation page.

The fourth area, people and oversight, defines what AI can assist with, what needs review and where a person stays in control. According to the company, a first conversation covers the task itself, the tools and people involved, where handoffs break down, the result the business wants, how that result is measured today and who should review AI-assisted work.

Projects follow a sequence the company describes as explore, connect, adopt and review. The current workflow is mapped before any tool is chosen, a focused use case is agreed along with who reviews the output, and the system is connected to software the team already uses. The result is then compared with the starting point before the work is expanded.

The practice builds on the agency's marketing automation service, which links inquiry routing, appointment reminders and follow-up with a client's CRM and customer communications.

UpMax's experience is concentrated in kitchen, bath and cabinetry businesses, including cabinet retailers and wholesalers, remodelers, and countertop and flooring companies. According to the agency, the starting point for every business is its own customers, team and way of working. The AI transformation page also gathers earlier UpMax articles on AI automation, answer engine optimization and generative engine optimization, each shown with its original publication date.

Arslan founded UpMax and Cabinet Boost and is based in Long Beach, California, according to his company profile . His background covers paid search, local SEO and systems that connect inquiries with the right team for cabinet, kitchen and bath businesses. The UpMax family also includes Steel Boost, which works with steel fabricators, erectors, detailers and contractors. Alongside growth strategy and agency services, his profile also lists coaching and practical AI transformation shaped around how each business works.

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