

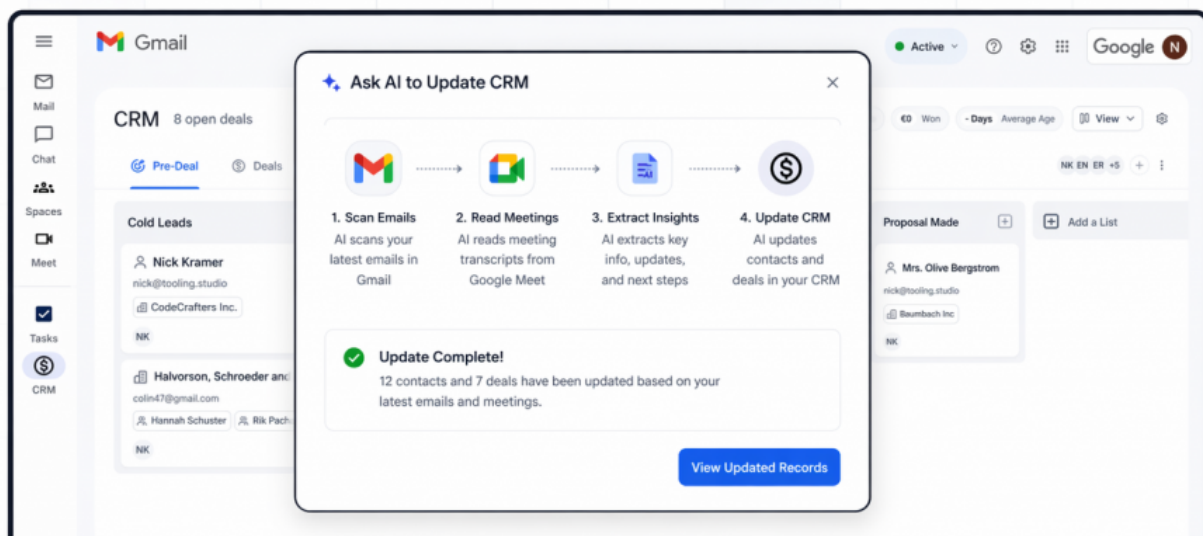
Tooling Studio Releases Major CRM Update, Expanding AI-Capabilities Inside Gmail

The first CRM built for Google Workspace that any AI assistant can read, write, and automate.

Tooling Studio

Ask AI to Update Your Contacts and Deals Based on Your Latest Emails and Meetings

AI reads your emails and meeting transcripts, then updates your CRM automatically!



Utrecht, Netherlands Apr 25, 2026 (IssueWire.com) - [Tooling Studio](#) announced the release of a major update to its [Sales CRM](#), marking the product's transition out of beta and into a fully developed system for managing customer relationships inside Google Workspace.

This update introduces a broader data model, improved usability, and deeper workflow integration, with a clear focus on making CRM management faster, more flexible, and less dependent on external tools.

New CRM Functionalities Built Into Google Workspace

A central addition is the introduction of Deals as a new core entity alongside contacts and organizations. Users can now track opportunities through dedicated deal boards, bringing structure to pipeline management without leaving Gmail. This allows teams to move beyond static contact lists and manage revenue pipelines in a way that reflects how deals actually progress.

Custom properties further expand flexibility. Users can define their own fields with specific data types, including text, number, date, and select options. This removes the limitations of rigid CRM schemas and allows teams to adapt the system to their own workflows, rather than adjusting their processes to fit the tool.

Pipeline management has also been strengthened with the addition of structured pipelines and weekly snapshots of deal stages. These snapshots provide a consistent view of how opportunities evolve over time, making it easier to track momentum, identify bottlenecks, and maintain visibility across the entire sales process without relying on manual reporting.

Data import has been redesigned to reduce friction. The updated import system includes improved field mapping, clearer suggestions, and optional AI-assisted mapping to align incoming data with existing structures. This reduces setup time and minimizes the risk of errors when migrating or consolidating data from other systems.

The update also removes several points of friction in day-to-day usage. Inline editing replaces the need for separate edit modals, allowing users to update records directly within their workflow. Calendar event syncing adds another layer of context by linking contact records with real interactions, giving teams a clearer view of their communication history without additional logging.

AI-Powered Automation Through MCP Integration

Alongside the core CRM update, Tooling Studio is introducing MCP (Model Context Protocol) support, enabling users to connect their CRM directly to any AI assistant of their choice, including Claude, ChatGPT, and Gemini.

MCP is an open standard that allows AI models to read from and write to external tools using natural language. Tooling Studio's [CRM for Google Workspace](#) is now accessible via this protocol, allowing users to manage contacts, deals, and pipelines seamlessly with their existing AI assistant.

In practice, this means teams can ask an AI to scan their Gmail inbox and automatically create or update contact records based on recent conversations, or point it at documents in Google Drive, such as contracts, meeting transcripts, and partnership agreements, and have it extract relevant information and populate the corresponding CRM fields. Because the CRM shares the same MCP connection as Tooling Studio's Kanban boards, users can also build end-to-end workflows: creating tasks, scheduling follow-ups, and moving deals through pipelines, all from a single prompt.

Calendar integration further extends this capability. Before an upcoming call or meeting, an AI can pull context from the relevant contact record and surface useful background. After the meeting, notes and follow-up actions can be written back directly, without switching between applications.

This integration reflects the same principle behind the broader CRM update: reducing the friction between where work happens and where information lives. Tooling Studio's CRM leverages the AI tools your team is already using, instead of developing its own proprietary AI layer. This integration enables the automation of repetitive relationship management tasks within the existing communication environment.

Operational Improvements That Translate Into Faster Execution

These changes are supported by a range of smaller improvements across the product, all aimed at making the CRM feel faster, more consistent, and easier to use.

The result is a system that combines structure with flexibility. Teams can manage pipelines, customize their data model, and maintain accurate records without introducing additional tools or complex processes. Additionally, keeping everything inside Gmail reduces the operational overhead that typically

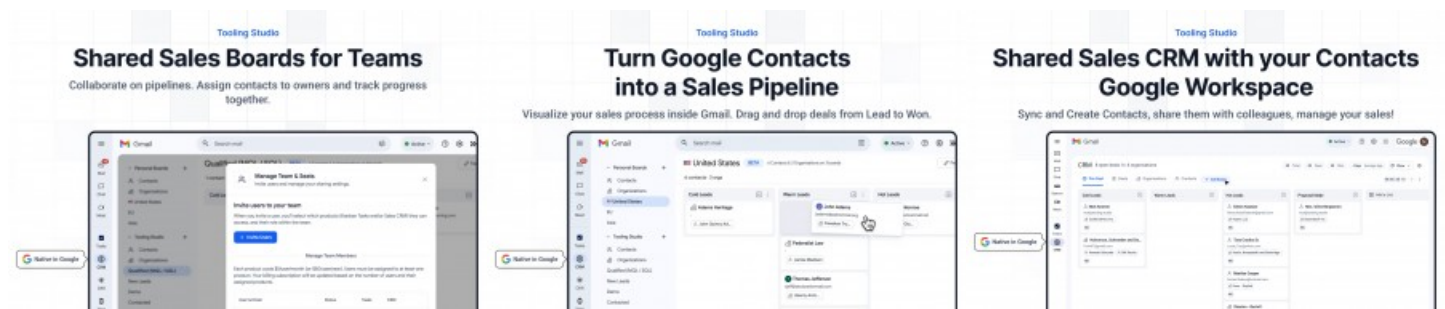
comes with traditional CRM platforms.

With this release, Tooling Studio positions its CRM as a practical alternative to standalone systems that require constant context switching. The focus is not on adding more features for the sake of completeness, but on enabling teams to manage relationships and opportunities in the same environment where communication already happens.

The updated CRM is now available as part of Tooling Studio's platform. More information can be found at <https://tooling.studio/>.

About Tooling Studio

Tooling Studio develops productivity tools designed specifically for Google Workspace. Its products integrate directly into Gmail to help teams manage tasks, projects, and customer relationships without switching between applications. The company focuses on building lightweight, native tools that extend the capabilities of Google Workspace while maintaining simplicity and speed.



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<https://tooling.studio>

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