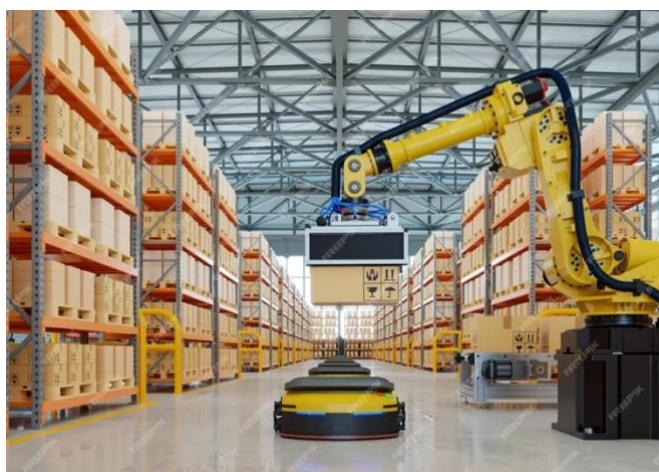


Enhancing Customer Support With AI Co-Workers for Automotive Manufacturing

A Multinational Automotive Company's Manufacturing Overview

The customer, a leading global automotive manufacturing company, produces both traditional internal combustion engine (ICE) and electric-powered vehicles. Operating in more than 50 countries, with a diverse multilingual workforce, the company is known for its high-quality innovative products.

**65%**

Reduction in internal queries resolution time

60%

Reduction in ticket volumes

15%

Increase in conversion of leads

50%

Reduction in cost per contacted lead

Challenges

Addressing Bottlenecks in Automotive Customer Service Operations

Despite their reputation for high-quality vehicles, the company faced significant challenges in maintaining consistent and effective customer support across various regions. The increasing pace of roll-out of new models and the complexity of the new products provided many challenges to their frontline teams.

Many customer-facing teams across regions, including the sales teams and service engineers, had limited knowledge about the intricate details of the company's products. When faced with technical issues, they resorted to cumbersome and inefficient methods to find solutions:

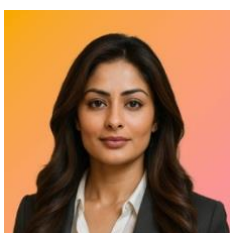
- Searching through PDFs, PPTs, and various other scattered internal knowledge sources for product manuals and SOPs
- Googling for information online on the open web
- Relying on senior subject matter experts, creating bottlenecks
- Calling a central helpline or raising tickets, leading to delays
- Trying to navigate pre-defined FAQs, which often lacked the necessary scope
- Implementing sub-optimal fixes based on incomplete knowledge

These knowledge gaps and inefficiencies led to sub-optimal and non-standardised customer service, negatively affecting the brand's reputation and resulting in poor customer experiences. Traditional training methods were insufficient to address these challenges.

Solution

The Integration of AI Co-workers in Automotive Customer Support

To address these challenges, the company adopted two AI co-workers, namely: **Zara & Elisa**.



Elisa served as an extended brain for customer-facing teams, providing real-time access to comprehensive product and process information. This transformed them into more efficient, knowledgeable, and responsive units. Elisa's solution included the following key features:

- **Conversational Querying:** Leveraging AI to allow employees to ask questions in natural language and receive accurate answers drawn from unstructured multi-modal content, such as PDFs, videos, PPTs, whitelisted online content, etc.
- **Human-Augmented AI:** Ensuring credible and reliable responses through AI systems that are supervised and enhanced by human experts.
- **Multi-Lingual Support:** Implementing auto-translation capabilities in over 40 languages, along with voice input functionality, to cater to the diverse workforce.
- **Proprietary Tools:**
 - Memory Database: Storing and retrieving relevant information efficiently.
 - Response Modification: Adapting answers based on the context and specific queries.
 - Semantic Similarity Algorithms: Enhancing the accuracy of the responses by understanding the meaning and context of the queries.



Zara served as an AI-driven telecalling agent for service bookings and lead qualification, delivering high-volume outreach without human overhead. The solution that Zara provided included:

- **Automated Campaign Follow-Up:** Immediate calls to leads from website forms, webinars, ads and events, eliminating delays and boosting conversion potential.
- **Dynamic Intent Qualification:** Adaptive scripts and smart questioning to identify high-intent prospects and filter out unqualified contacts—saving sales teams valuable time.

- **Cost-Effective Scaling:** Replacing large inside-sales or BDR teams at the top of the funnel, so humans can focus on closing rather than chasing.
- **Continuous Reliable Outreach:** No fatigue, attrition or downtime, ensuring consistent engagement for renewals, reminders and high-volume tasks.

Implementation

Strategic Integration of Elisa and Zara

For Elisa, we worked closely with the client's team to map all relevant knowledge sources — SOPs, PDFs, PPTs, training materials, videos, blogs and approved online links. After selecting and ingesting this content, we ran iterative AI model training and conducted hands-on testing sessions. Feedback from these rounds was incorporated to refine accuracy and performance. With user satisfaction consistently above 80%, Elisa was rolled out across internal teams to streamline information retrieval and processes.

For Zara, our integration focused on campaign and CRM systems. We identified lead sources (website forms, webinars, ads, events) and imported dynamic call scripts into the AI agent. Through a series of pilot runs, sales and marketing teams tested the conversational flows and provided feedback on script effectiveness and qualification logic. Each cycle of fine-tuning improved lead-handling accuracy and ensured seamless hand-offs to human sales reps.

Impact and Results

The Impact of Elisa and Zara on Operations and Customer Experience

With Elisa, employees gained a single, trusted source of product and process knowledge, reducing resolution time for internal queries by 65% and cutting ticket volumes by 60%. Multilingual support and real-time answers boosted efficiency, while bottom-up insights into knowledge gaps guided targeted training initiatives.

Zara took over top-of-funnel calling, ensuring no lead went uncontacted. Clients reported up to 15% increase in conversion of leads that would have otherwise fallen through in traditional outreach channels. And a 50% reduction in cost per contacted lead. Its 24/7 availability eliminated follow-up delays, allowing sales teams to concentrate on closing opportunities and driving revenue growth.

"Eligere AI co-workers have transformed the way we manage service operations. By efficiently resolving Level 1 tickets, they have reduced the number of tickets routed to our team by 60%. This shift has empowered our service experts to focus on complex issues, leading to a noticeable boost in both productivity and response times. The impact has been both clear and measurable."

Take the next step

You can hire pre-trained AI co-workers for specific roles, or our AI Innovation Lab can co-create tailored AI solutions for your specific requirements

[Get in touch](#)