FROM CHURN TO CLARITY

How a Manufacturing Giant Cut Training Time and Transformed Customer Support with **QuaerisAI**

Customer Case Study

CONTACT CENTER WOES

This large manufacturing company's 1-800 customer support center was having a churn problem. This client's products were technical in nature and therefore required a steep onboarding and learning curve, meaning longer call-times and lower first call resolution. Training costs were unsustainable. New hires didn't know where to find answers on SharePoint. Seasoned reps were slowed down by inconsistent file versions, disorganized folders, or outdated PDFs.

TECHNOLOGY OR SOLUTION?

The company tried using a document search tool from a large technology provider. The Contact Center users rejected the tool as 'too techie' and 'difficult to use.' Each user had to manage their documents. Team leaders could not leverage the tool to share the 'right answers' or collaborate to support the team.

The team needed more than technology — they needed a solution that was easy to use and fit their workflows. The management also wanted LLM costs to stay reasonable, unlike the runaway costs they were seeing.

ADOPTION IS THE KING!

QuaerisAI's intuitive and easy-to-use solution was a hit from day one among contact center users! Working closely with the company's IT and AI teams, QuaerisAI set up a secure connection to the customer's SharePoint environment. A shared folder was connected to QuaerisAI that housed all policy and maintenance documentation — always up to date, version-controlled, and instantly searchable.

The real game-changer for them was the QAI collaborative platform. Fifty service reps were onboarded into a single thread where they could query documents directly and chat with each other in real-time. Instead of raising their hands for a manager, reps could now find clear, source-validated answers in seconds. And in case of doubt, their colleagues, instead of the Team Leads, offered a helping hand. Initial training was kept lean: Quaeris trained 30% of the users, who then trained their peers. The user adoption grew by over 300% in four months.

THE RESULTS

The impact was immediate and visible:

- **Training time for new hires dropped dramatically**, shrinking the onboarding process from weeks to days.
- **Response times to customer queries improved**, with reps finding answers faster and more confidently.
- **Team collaboration flourished**, with real-time knowledge sharing replacing bottlenecks.
- **Managers were finally freed up** to focus on strategic issues instead of being a help desk for their own teams.

The success of the implementation rippled across the company. The AI Program Lead was invited to share his success at the company's Sales Conference, and the sales manager highlighted the time and effort saved during a quarterly executive meeting.