

"We were amazed at how quickly we started seeing results. In the first 3 months, we'd engaged in over 1,500 conversations and closed 2 net new opportunities that were initiated by SlimGPT, our AI virtual assistant developed by Chattie!"

Edt Goris, Partner, Slimstock



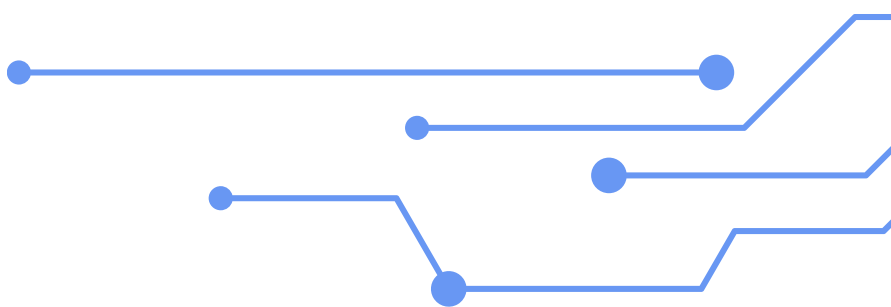
Rapid Results:
Enhancing User Experience - Slimstock Elevates Website Engagement With Chattie

Case Study Overview

Slimstock, a leader in supply chain planning solutions, sought to enhance user engagement across their website through the introduction of AI. The website is a critical hub for Slimstock to educate clients, partners, and prospective clients as well as demonstrate thought leadership in the supply chain space. Slimstock needed a digital experience that matched its commitment to innovation and excellence.

In mid-2024, Slimstock partnered with Chattie to deploy an AI-powered user engagement solution to deliver instant, high-quality interactions at scale.

The deployment of Chattie achieved results quickly. Within just 90 days of launching Chattie, Slimstock witnessed a significant improvement in user experience, with improved access to relevant content, increased engagement and unique insights into user behaviour and intent.



The Challenge:

Maintaining Consistent User Experience During Global Expansion Drive

Slimstock, a global leader in supply chain planning and inventory optimisation, have been at the forefront of innovation within the supply chain industry since 1993. Fast forward to 2024 and Slimstock were servicing over 1,500 clients across 75 countries. With intentions to accelerate global expansion and a need to continue out-innovating the market, Slimstock were intent on gaining first mover advantage by deploying AI solutions to the right business cases within the organisation.

As part of its ongoing commitment to delivering an exceptional digital experience, Slimstock aimed to enhance its website experience to better reflect its evolving offering. Whilst the website is designed to educate and inform, there is a vast amount of information available to users. Visitors needed faster access to relevant information and answers to questions in their context.

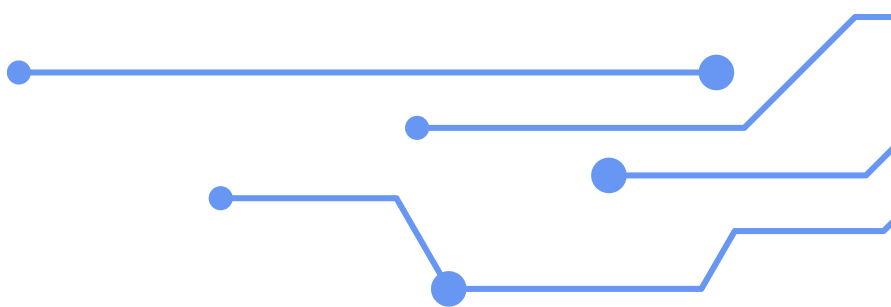


“We wanted users to quickly find what they needed while also having the chance to explore our website and discover how we can help them grow and solve their challenges. We needed a mix of direct answers with links to the source, guiding users to more detail where needed”

Sujey De Sousa, Global Campaign Manager

To support global expansion, scalability was paramount, but not at the expense of quality. Slimstock needed to deliver reliable answers and a consistent user experience to its visitors, no matter the time of day and no matter the language.

Priding themselves on innovation, Slimstock needed a user engagement solution that aligned with this image—one that could span multiple languages, time zones, and geographies while maintaining a consistent, high-quality experience.



The Chattie Solution:
AI-Powered User Engagement, Built on Trusted Data

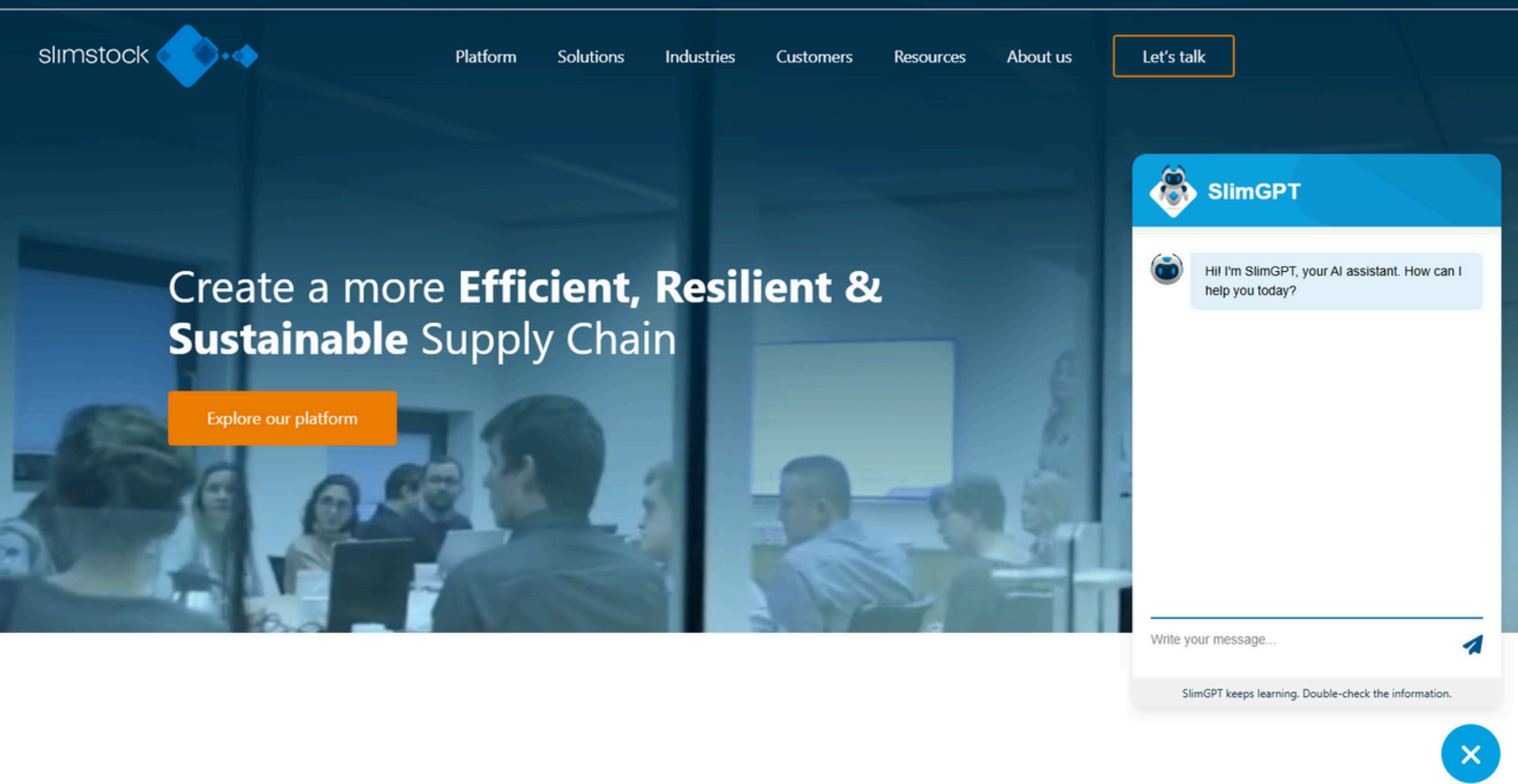
In summer 2024, Chattie was deployed on the Slimstock website. The Chattie AI agent was customised under the name ‘SlimGPT’. Starting in Spanish, the pilot solution was an instant hit with Slimstock’s Spanish speaking visitors.

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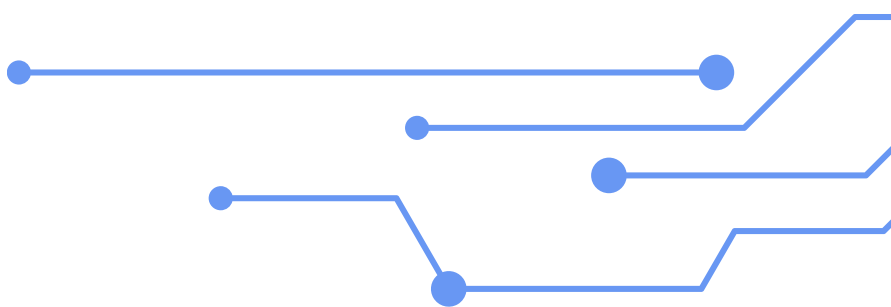
Edt Goris, Partner, Slimstock

Before reaching this point some Chattie fundamentals needed to be put in place. First a custom-built knowledge base was created, ingesting Slimstock materials from a variety of sources to develop a solid understanding of the organisation and it’s solutions. This reference library is continuously growing and evolving as Chattie is taught new information. Next, the behaviours and characteristics of Chattie needed to be defined, refined and tested to ensure responses were consistent and inline with Slimstock’s brand image.

Pivotal to the project’s success was the custom integration into Slimstock’s CRM system Hubspot. Chattie looks out for visitors that want to engage further with Slimstock’s team and surfaces a form at the right time in the conversation to capture new leads. These contact details are then synced to Hubspot, notifying the individuals responsible for contacting the new visitor to engage.



Slimstock: Website Homepage

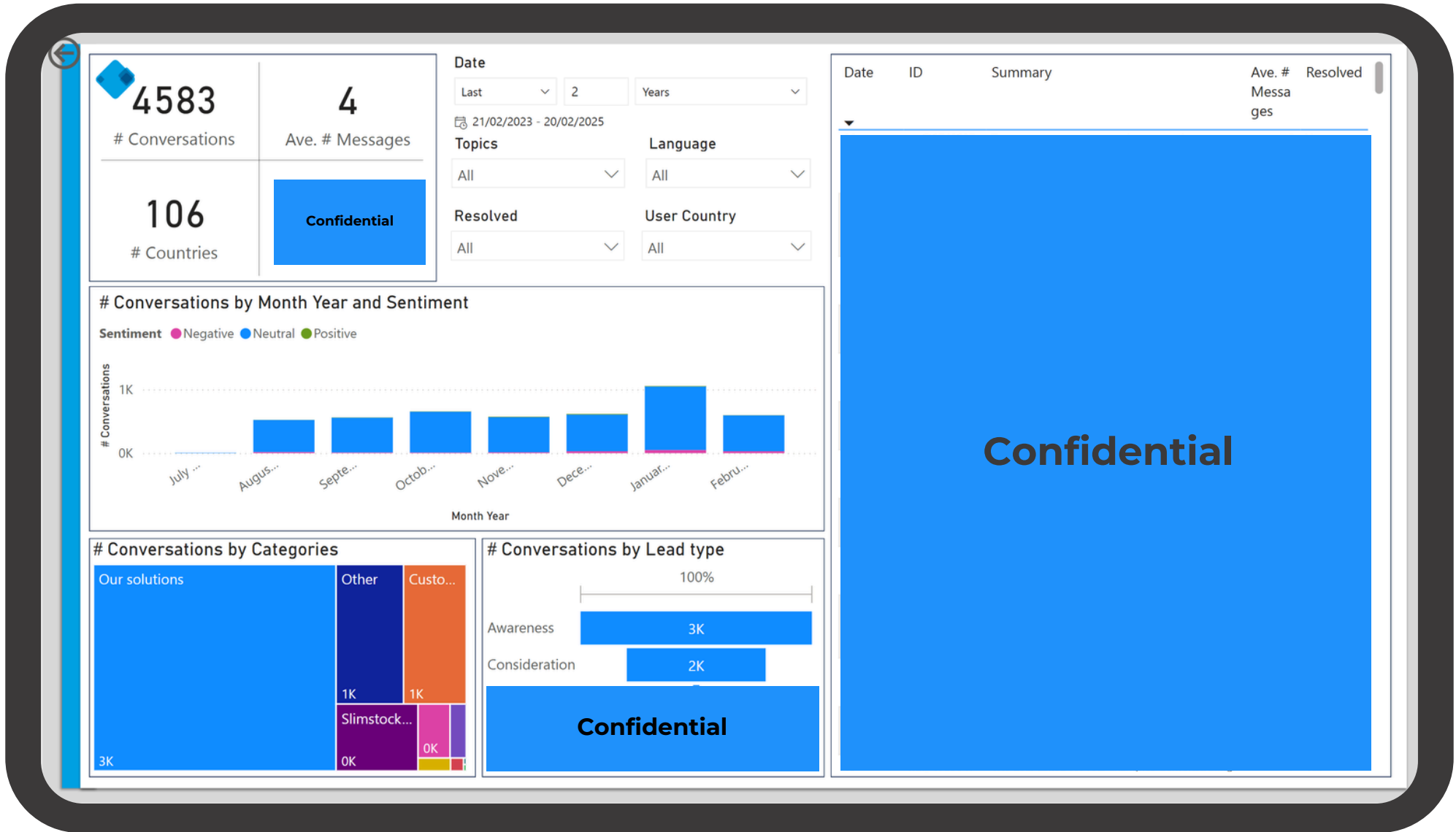


"Working with the team at Chattie has been really positive. The team were very flexible in addressing our requests. When we encountered problems, they rolled up their sleeves and found solutions for us"

Edt Goris, Partner, Slimstock

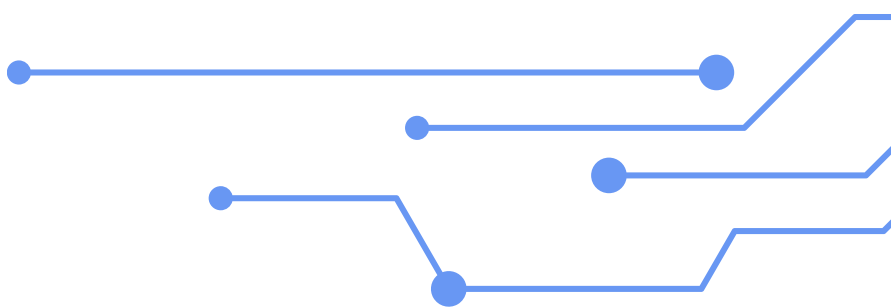
A period of user acceptance testing (UAT) was undertaken to further refine responses and identify any gaps in the knowledge. Once the testing was complete, Slimstock’s management approved the launch and Chattie was deployed on the Slimstock website.

The final deliverable was the creation of Slimstock’s custom analytics dashboard, which turns the conversational data from the front-end chat into actionable insights, bespoke to Slimstock. This enables the team to filter on the individual countries or languages, and understand things like user sentiment, the topics discussed, and user intent, whilst also being able to dig into the context of each conversation.



Slimstock: Chattie Analytics Dashboard

Chattie is now fully integrated into the Slimstock website, delivering instant responses and 24/7/365 service to website visitors across the globe in 11 languages, with Chattie changing dynamically depending on the website language selected by the visitor. The solution continuously improves as the knowledge base of new Slimstock information grows and dashboard insights are utilised by the team to refine and tweak the service.



The Outcome:

The implementation of Chattie has improved Slimstock’s website into a dynamic, user-centric education platform, reinforcing its reputation as a knowledge partner and industry innovator.

Slimstock’s vast and growing user base, can access information about the organisation at any time. Chattie continues to generate new conversations and new opportunities for the team to engage with on a daily basis.

"One of the obvious improvements was the availability of the service. We moved from a situation where people were only available during European business hours in a few languages, to 24/7 availability in all languages across the globe. The impact on customer experience was immediate"

Edt Goris, Partner, Slimstock

With Chattie fully embedded into its digital strategy, Slimstock continuously refine and expand the engagement approach, ensuring that the website remains an industry-leading resource for supply chain professionals worldwide.

Slimstock’s marketing team leverage Chattie’s conversational analytics dashboard on a daily basis to determine content strategies and refine user experiences, supporting the goal to stay one step ahead of the innovation curve!

- 1

Instant responses, 24/7/365
- 2

Serving 11 languages in 100+ countries
- 3

Custom Knowledge Base
- 4

Integrated with Hubspot CRM
- 5

Validations prevent AI hallucination
- 6

Unique insights into user behaviour
- 7

Audit log maintains human control
- 8

New opportunities created