How BigBuy scales AI-driven lead capture and support with Expertise AI

Discover how Europe's leading all-in-one ecommerce partner frees up critical resources, delivers 24/7 support, and boosts lead conversions with an AI-powered chat solution.

A Global Ecommerce Innovator

Founded in Spain, **BigBuy** has grown into one of Europe's foremost all-in-one ecommerce partners. Serving a diverse clientele—ranging from drop shippers to retailers and brands—BigBuy's platform offers extensive product catalogs, reliable logistics, and advanced technology for multi-channel sales. But as the company expanded, so did the complexity of its website and support needs.

400,000+ Products & 10,000+ brands | **1,000+** monthly tickets generated (only for the cases we could train Expertise AI for)

> *"Our website serves many different audiences. Visitors get lost when too much information is spread across multiple pages. That's why 24/7 guided assistance is so important."*
> — **Tommaso Spagnoli, Tech Support Manager**

🚀The Challenge

BigBuy's key challenges were threefold:
- **Resource Drain in Real Time:**

Human agents were spread thin trying to manage live chat support during peak business hours. As Tommaso Spagnoli, one of BigBuy's project leads, noted in a recorded session, "Being always online in business time and juggling multiple chats was really demanding. It was getting in the way of addressing more impactful customer issues."

- **Limited 24/7 Availability:**
  The company needed to be available around the clock. However, maintaining a dedicated support team outside business hours was not cost-effective, leading to missed opportunities and unaddressed leads.

- **Complex Website Navigation:**
  BigBuy's website is rich in content and serves diverse audiences—from customers and drop shippers to retailers and brand partners. Visitors often felt overwhelmed by the complexity, leading to high drop-off rates. The manual chat process was simply not scalable for capturing and qualifying leads consistently.

Searching for the Right AI Partner

With a vision for full-scale automation and improved customer experiences, Tommaso and his team began reviewing AI-based chat solutions. They wanted:

1. **Human-like understanding** to reduce "hallucinations" and off-topic answers.
2. **Robust lead capture** that asks qualifying questions and seamlessly integrates with HubSpot.
3. **24/7 coverage** to increase availability without straining human agents.

4. **Scalable intelligence** that could eventually handle advanced inquiries about BigBuy's catalog, margin settings, and software usage.

"We tested many AI tools. Some were purely ChatGPT-based and prone to random answers. Expertise AI's approach struck the perfect balance: it offered strong lead-capturing capabilities, minimal off-topic replies, and a team that truly supports custom needs."
— **Tommaso Spagnoli, Tech Support Manager**

✅The Expertise AI Solution

Expertise AI stood out for its **adaptive AI chat** and **collaborative onboarding**, allowing BigBuy to roll out a carefully tuned solution, not just a generic "plug-and-play" chatbot. With Expertise AI, BigBuy can:

1. **Deliver 24/7 AI Support**
   ○ Instantly resolve straightforward questions (e.g., FAQs about pricing, returns, or account setup).
   ○ Ensure potential customers never leave the site empty-handed during off-hours.
2. **Capture & Qualify Leads**
   ○ Collect emails alongside key data points—like whether the user is a drop shipper, retailer, or brand—so BigBuy can personalize follow-ups.
   ○ Automatically sync all leads and chat transcripts to **HubSpot**, where existing contact records get updated in real time.
3. **Free Up Agents for Complex Tickets**
   ○ Agents can now dedicate attention to higher-impact tasks—such as post-sales issues, logistics updates, and urgent troubleshooting—without being tethered to routine chat inquiries.
   ○ The AI seamlessly escalates complex cases, sending agents a summary of the conversation in HubSpot.
4. **Future-Proof with Advanced Capabilities**
   ○ The BigBuy team aims to expand the AI's knowledge base to guide customers step by step on BigBuy's advanced software—such as configuring margins or integrating with marketplaces.
   ○ Expertise's architecture makes it easy to integrate deeper data sources (like BigBuy's help center documentation or product feed) for specialized support down the road.

💡 Results & Impact

- **Reduced Ticket Load**: BigBuy anticipates offloading **10–20%** of repetitive queries related to account setup and FAQ — **100 - 200 tickets** monthly—directly to Expertise's AI.
- **Higher Lead Conversions**: By personalizing chat flows and capturing key qualifying information, BigBuy projects a **1–2%** increase in lead-to-registration conversions.
- **Round-the-Clock Availability**: Prospective customers and website visitors can now engage at any time. This extends BigBuy's sales funnel beyond normal business hours.
- **Seamless Onboarding & Support**: The Expertise team worked closely with BigBuy to customize conversation flows, ensure minimal hallucinations, and refine HubSpot integrations.

> *"Expertise's lead-capturing approach is phenomenal. We can personalize how we collect and use data, and the AI is freeing up our agents to tackle more important tasks."*
> — **Tommaso Spagnoli, Tech Support Manager**

🎯 Looking Ahead

While BigBuy currently uses Expertise AI for basic inquiries and lead qualification, the team envisions **expanding the chatbot's AI** to provide guided support within BigBuy's own software. From configuring advanced margins to troubleshooting on sales channels, Expertise AI has the potential to act as a real-time assistant.

> *"Ultimately, if Expertise AI keeps evolving with our needs—adding better language features, deeper integrations, and more robust AI—we see it as part of our core technology stack for years to come."*
> — **Tommaso Spagnoli, Tech Support Manager**

With Expertise AI, BigBuy is equipped to handle growth without compromising on customer experience—empowering site visitors to get the right answers, at the right time, all while letting human teams focus on the issues that matter most.

About Expertise AI

Expertise AI is an inbound AI SDR that delivers hyper-personalized website experiences by engaging and qualifying visitors in real time. It enriches their data on the fly and seamlessly routes or schedules meetings between top prospects and the right reps automatically.