How Felix from Hydro-Québec reduced customer service requests by 22.35% in 60 days with ExpertiseAI's forward deployed engineering approach

When the electric vehicle (EV) revolution began to reshape the way Quebec residents powered their lives, Circuit Electric—responsible for managing the province's electric charging service for 8.5 million people—faced an unprecedented challenge. With forecasts predicting a two to threefold increase in demand for chargers over the next five years, scaling human support to match this growth was simply not feasible. Instead, Circuit Electric's Head of Experience & Client Support, Félix Normandin, turned to innovations in generative AI partnering with ExpertiseAI to transform their customer support operations.


The Challenge: High Stakes and the Need for Precision

For Circuit Electric, a government agency with an unyielding commitment to excellence, maintaining an impeccable reputation was non-negotiable. As the surge in electric vehicles sparked a dramatic increase in customer inquiries, Félix knew that a generic, off-the-shelf

chatbot wouldn't suffice. With their public image on the line, he required a solution that provided deep control over the agent's response quality and could be quickly iterated upon as required in any new technological experiment.

"The ExpertiseAI team was extremely responsive and tweaked their product to match our specific needs on a weekly basis, allowing us to craft a unique experience that matches our brand. The admin dashboard allows us to quickly retrain our AI agent when we offer new products or services, ensuring that it is able to assist our users with the latest information…"

— **Félix, Team Lead - Customer Experience**
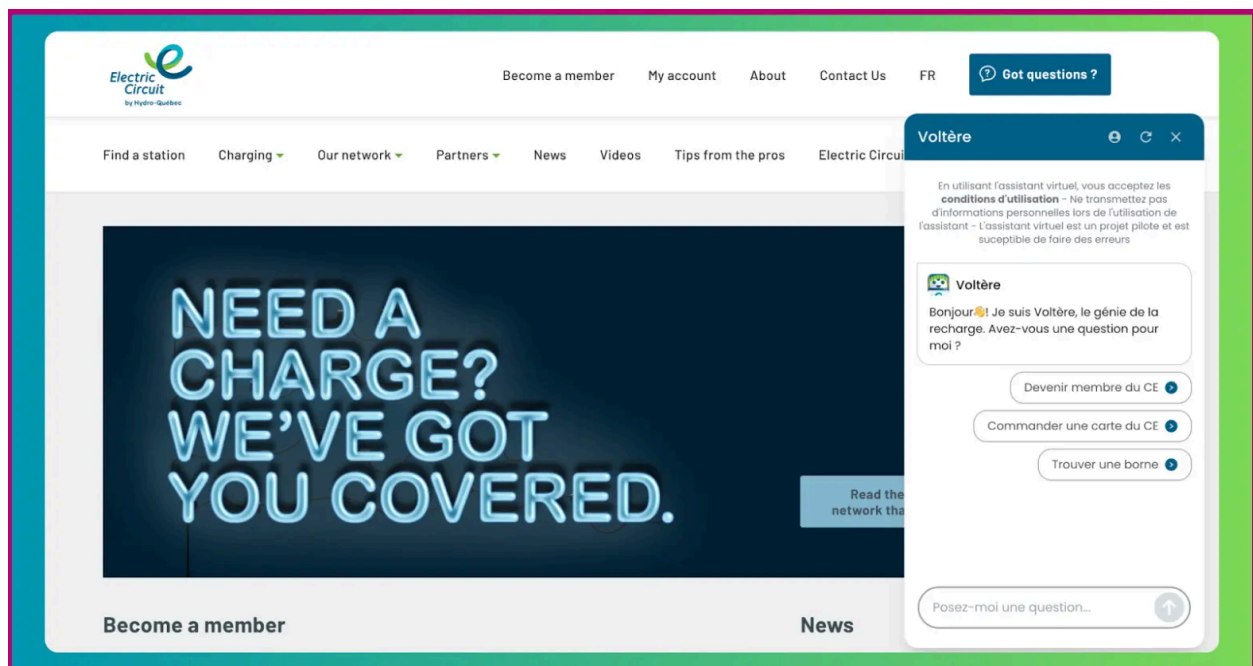
The Innovative Approach: A Forward Deployed Engineering Strategy

While many chatbot providers rely on a one-size-fits-all solution, ExpertiseAI took inspiration from the tailored approach championed by technology leaders like Palantir. Rather than deploying a generic bot, ExpertiseAI embedded a forward deployed engineer directly into the project. This builder worked hand in hand with Félix and his team, iterating through multiple configurations to craft an AI-driven chatbot that truly fit Circuit Electric's unique needs.

"Working closely with Ammar from the ExpertiseAI team, we were able to quickly design and implement an AI-driven chatbot capable of answering the vast majority of our new members'

questions, freeing our customer service team to spend more time on more meaningful and personalized interactions with our users."

— Félix, Team Lead - Customer Experience

The combination of the versatility built into ExpertiseAI with their forward deployed engineering approach not only accelerated the deployment process but also ensured that every aspect of the bot was fine-tuned to reduce the burden on human agents while maintaining the high standards of service expected from a government agency.

Results: Efficiency and Savings Realized

Within just 60 days post-launch, Circuit Electric witnessed a dramatic reduction in customer contacts for human support. For every session with engagement on their website, 1,28% of users used to reach their team through a contact form. After, that number decreased to 0.99% or a 22.35% reduction!

This saved them 557 customer contacts in Dec 2024 that would've otherwise had to be dealt by a human!

Here's what was happening:

- Potential attendees would ask questions about the event, but response times lagged, leading to missed registrations.
- Valuable leads weren't being captured effectively, leaving opportunities on the table.
- Staff were buried in repetitive tasks, pulling focus away from what matters—delivering an exceptional event experience.

"We are very happy to have implemented ExpertiseAI's solution to our customer support channel mix. The results of this project have exceeded our expectations, lowering costs and improving customer experience and Voltère (our AI agent) is now an essential member of our team!"

— Félix, Team Lead - Customer Experience