

How GIC-GREEN turned Expertise AI into its #1 lead driver (30-40% of all leads)



Client

GIC-GREEN

A Canadian waste management company with multiple divisions including medical (gicmd.com) and hazardous (greenflow.com) waste. Operates across Canada and the US.

Overview

GIC-GREEN rolled out Expertise AI across its brands — GICMD and Greenflow — to support website visitors 24/7 with a personalized, brand-specific experience. The result? Expertise AI now drives the **largest volume of leads**, the **highest lead value**, and the **strongest win rate** of any channel.

“Customers literally say, ‘Jeni was so helpful.’ That’s the AI. That’s how good this is.” ~ *Srdjan*

The Challenge

Before Expertise AI, GIC-GREEN relied on a mix of **web forms, phone calls, and live chat**. The experience was clunky — reps often missed chats or replied too slowly, and support was only available during business hours.

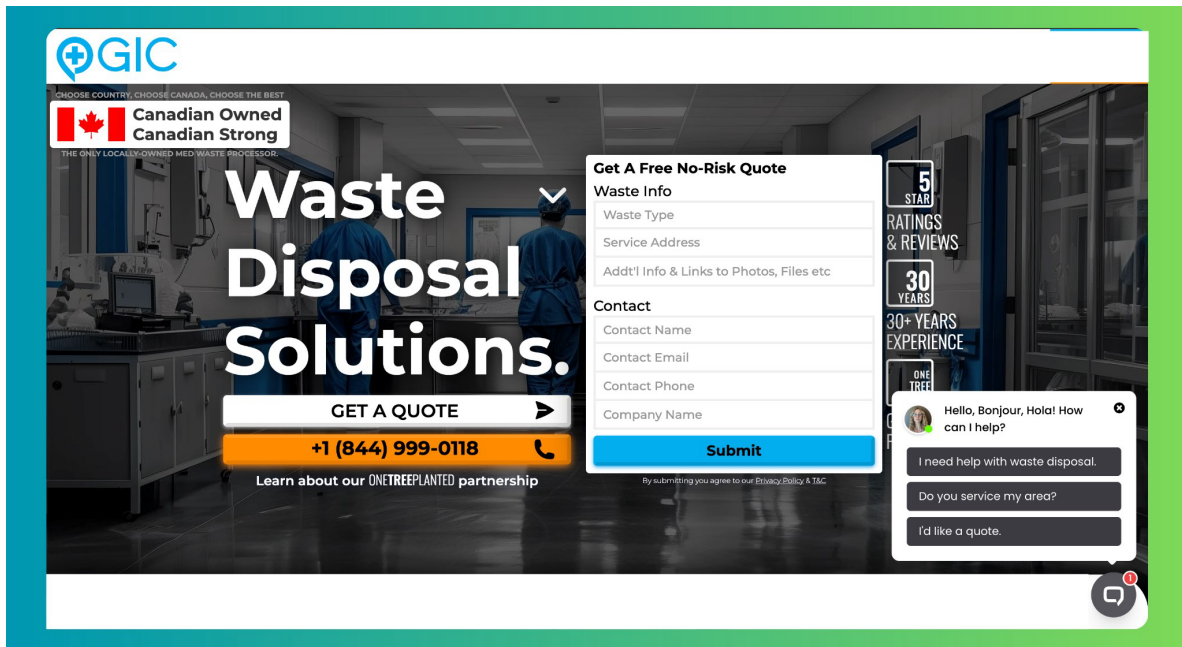
The team needed:

- A 24/7, brand-specific support experience
- A better way to qualify and convert web traffic
- A scalable system to reduce load on the sales team

The Solution

GIC-GREEN deployed Expertise AI on:

- [Greenflow.com](https://www.greenflow.com)
- [GICMD.com](https://www.gicmd.com)
- [GIC-GREEN.com](https://www.gic-green.com)



Each site got a fully branded AI agent, trained on hundreds of pages of website content, blog posts, and internal docs. The team personalized the experience with:

- Custom system prompts & responses
- FAQ uploads and document training
- Branded widget styling + quick question popups
- Support for **English, French Canadian, and Spanish**

Visitors now interact through:

- Text and voice chat
- Highlight-to-ask functionality
- AI-powered navigation

And the team uses conversation data to continually improve performance.

The Results

- **#1 lead channel** by volume, value, and win rate
 - Used internally to train staff and onboard new hires
 - Customers regularly praise the AI's friendliness and clarity
 - Delivers instant answers across **3 languages**
 - Converts at a higher rate than all other sources
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Bonus Use Case: Internal Knowledge & Staff Training

Expertise AI isn't just customer-facing — it's also used to answer internal questions and onboard new employees, turning it into a knowledge base that saves time across the company.

| "We used to rely on tribal knowledge. Now the new staff just ask the bot." ~ *Srdjan*

Why It Works

- Personalized per brand, fully multilingual
- Feels human — customers often can't tell it's AI
- Easy to maintain and constantly improving
- Always on — no missed leads, no wait times