

How Swimmingly improved resolution rates from 75% to 90% after switching from HubSpot Customer Agent to Expertise AI



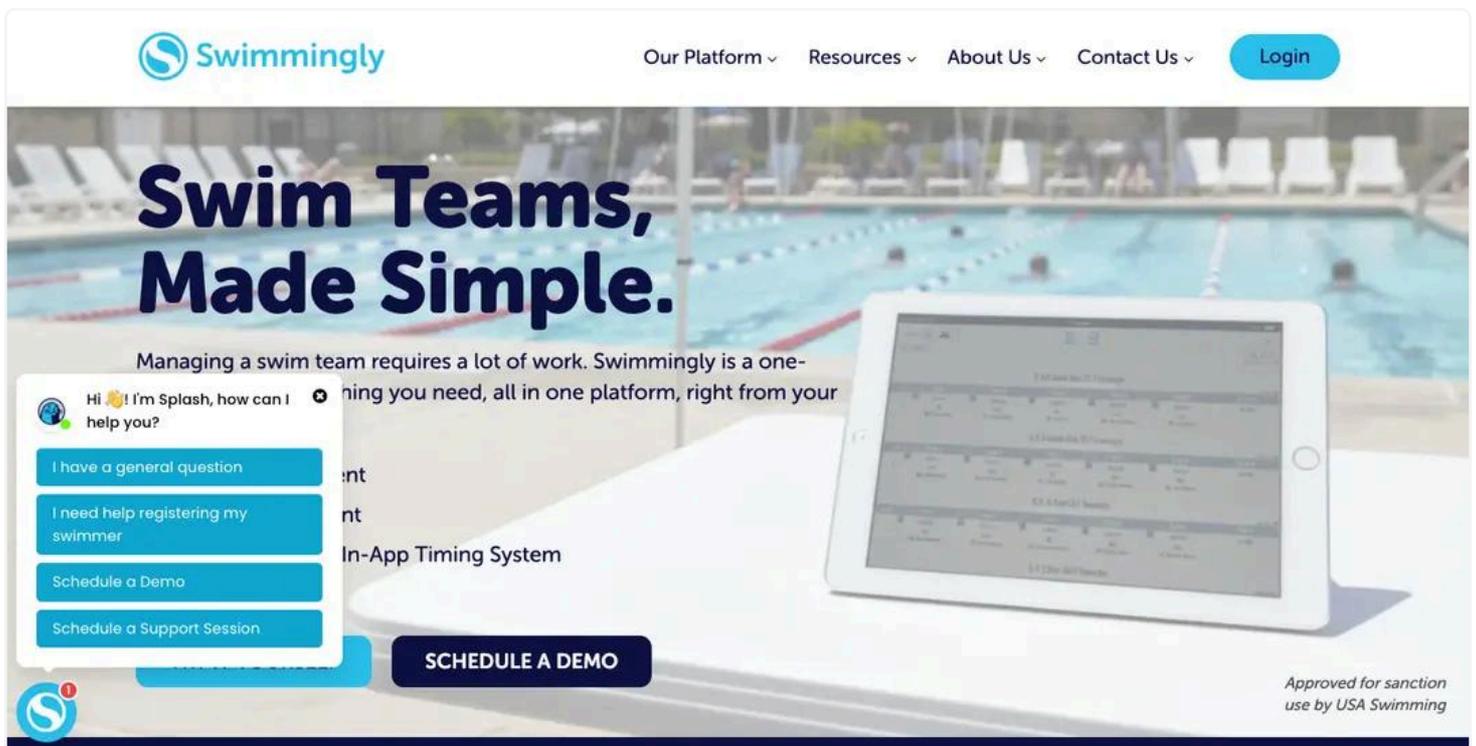
90%

Automated Resolution Rate



30 days

To Measurable Impact



Overview

Swimmingly, a software company serving swim teams worldwide, needed a more cost-efficient and intelligent way to handle customer support, especially ahead of their busy season. Rising pricing changes in HubSpot's Customer Agent offering pushed them to reevaluate their options. After switching to Expertise AI, Swimmingly achieved a 15-point increase in automated resolution rate, improved customer self-service, and significantly reduced inbound ticket load, all within the first month.

This case study explores why they made the switch, what challenges they faced with HubSpot, and the ROI they've already seen with Expertise AI.

✦ The Challenge

Rising HubSpot pricing

Swimmingly participated in HubSpot's beta program for their Customer Service Agent. During rollout, HubSpot informed them that they would begin charging per conversation. And HubSpot credits are bought for the year.

This created a major issue:

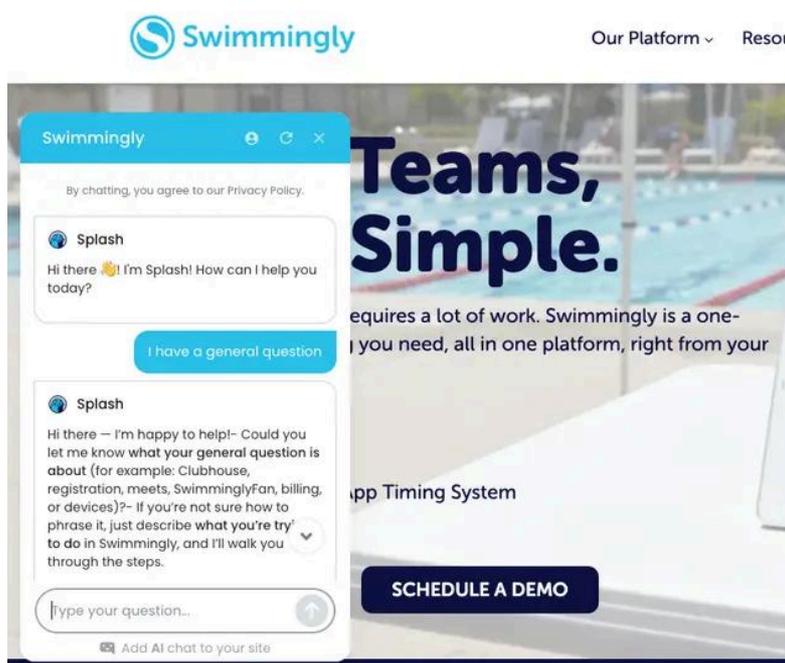
- Even during off-season, they would be charged at the usage level of peak months (since HubSpot credits are bought for the year).
- As a seasonal business, Swimmingly faced paying "significantly more than the value it was providing."

"As soon as things start getting busy, we were going to end up paying significantly more than the value it was providing."

— **Kelly Ksiazek**
Customer Success Manager

The team needed a more predictable, scalable pricing model.

✦ Why a Conversational AI Agent matters to Swimmingly



With a small, global customer support team, Swimmingly depends heavily on automation.

Their customers frequently ask:

- How do I use this feature?
- How do I troubleshoot this issue?
- How do I set up my system?

With many international users, being available 24/7 isn't feasible. A chatbot acts as "an extra set of hands" to offload repeat queries and enable customers to find answers independently.

✦ The Switch to Expertise AI

Although pricing triggered the search, Swimmingly quickly discovered that Expertise AI provided far more value than expected.

Resolution rate

After switching from HubSpot to Expertise AI, Swimmingly's automated resolution rate jumped from 70–75% to 90–95%, just within 30 days of implementation.

"So far, we're holding at like 90–95%, which is a significant increase."

— **Kelly Ksiazek**
Customer Success Manager

Why the accuracy improved

With HubSpot, customers asked the same question in many different ways, and small wording changes often caused the bot to miss the intent. Expertise AI handles these variations far better.

Kelly emphasized this shift:

"People could ask the same exact question in 15 different ways. With Expertise, the AI agent is better at handling it."

Another key factor was how customers were guided through the experience. Instead of requiring them to phrase their issue perfectly, Expertise AI offers clear conversational starters that lead users to the right answer with a single click.

As Kelly put it:

"They don't have to figure out how to ask it anymore, they can literally just click a button and it takes them right to the answers that they need."

The combination of stronger intent recognition and guided conversation design is what ultimately pushed Swimmingly's automated resolution rate from 70-75% to 90-95% within the first month.

✦ Meaningful reduction in support load

Even though exact hours are hard to quantify, the impact is clear. ~90% of inbound queries are now resolved automatically.

"If those people weren't getting their answers, they'd be calling or emailing us. The bot handling most of that is huge."

— **Kelly Ksiazek**
Customer Success Manager

✦ Looking ahead: Expanding into lead capture

Swimmingly sees a major opportunity in using Expertise AI for sales, not just support. Their website receives a large volume of visitors who aren't yet customers. With Expertise AI:

- Visitors can be guided through product questions
- Contact information can be captured seamlessly
- Sales can identify and reach out to promising buyers

"We have so many people visiting our website that aren't customers. It's silly not to capture that."

— **Kelly Ksiazek**
Customer Success Manager

✦ Conclusion

Switching from HubSpot's customer agent to Expertise AI allowed Swimmingly to:

- Cut support workload dramatically
- Improve customer experience
- Avoid unpredictable seasonal price spikes
- Prepare to leverage chatbot-driven lead capture in the future

In just a few weeks, Expertise AI has become a critical part of their customer service infrastructure, improving efficiency during both the off-season and their busiest months.