

# How SafeCheck drove a 50% increase in corporate inbound leads with Expertise AI



50%

Increase In Corporate Inbound Lead



80%+

Customer Queries Resolved By AI



60 days

To Measurable Impact

SafeCheck Learning

Frequently Asked Questions

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Customer Support

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## Overview

SafeCheck is a Canadian provider of food safety and workplace safety training, serving both individual learners and corporate customers. With a high volume of repetitive customer questions and a small internal support team, SafeCheck needed a way to improve customer experience without adding headcount or increasing software spend.

By deploying Expertise AI, SafeCheck transformed its website into a self-serve, AI-driven experience that now handles the majority of support inquiries, shortens the path to purchase, and drives a measurable increase in corporate inbound leads, all without requiring developer effort.

## ✦ The Challenge

SafeCheck's core product is an online training course. Any friction in the buying journey like unclear pricing, confusion about registration, or difficulty finding information, directly impacts conversions. At the same time, SafeCheck faced:

- A large volume of repetitive questions (pricing, registration, purchasing)
- A small support team with no dedicated chat agent
- Customers who preferred asking questions rather than searching the website
- A diverse, multilingual audience
- Rising costs and complexity from traditional support tools

*"We were answering the same basic questions over and over again. The answers were all on the site, but people would rather just ask."*

— **Domenic Pedulla**  
President @ SafeCheck

SafeCheck explored alternatives, including building an in-house AI solution and evaluating HubSpot's native AI tools. Both proved impractical.

- In-house development became expensive and unfinished
- HubSpot's native AI was seen as not good value for the investment

*"At that price, it's basically like paying a full-time salary just to answer chats."*

— **Domenic Pedulla**

## ✦ Why SafeCheck Chose Expertise AI

SafeCheck decided to try Expertise AI after discovering it through word of mouth and online research. The decision was driven by three immediate factors.

### 1. Instant trust in the product experience

The team tested the AI internally before rollout. The reaction was immediate.

*"Within the first week, our support person said: this is too good."*

— **Domenic Pedulla**

The AI didn't just answer questions, it surfaced links, images, and summaries pulled directly from SafeCheck's website, making it easy for users to act immediately.

### 2. Plug-and-play implementation

SafeCheck wanted zero development work. Expertise AI delivered exactly that.

- No custom code
- No workflow disruption
- Seamless integration with HubSpot
- Fully live in days, not weeks

*"We didn't want to do any dev work. It was plug and play."*

— **Domenic Pedulla**

### 3. Built for their audience

SafeCheck serves students, first-time workers, and younger demographics, users already comfortable with AI interfaces.

*"Having an AI on your website makes you look newer, more up to date. Younger users expect this now."*

— **Domenic Pedulla**

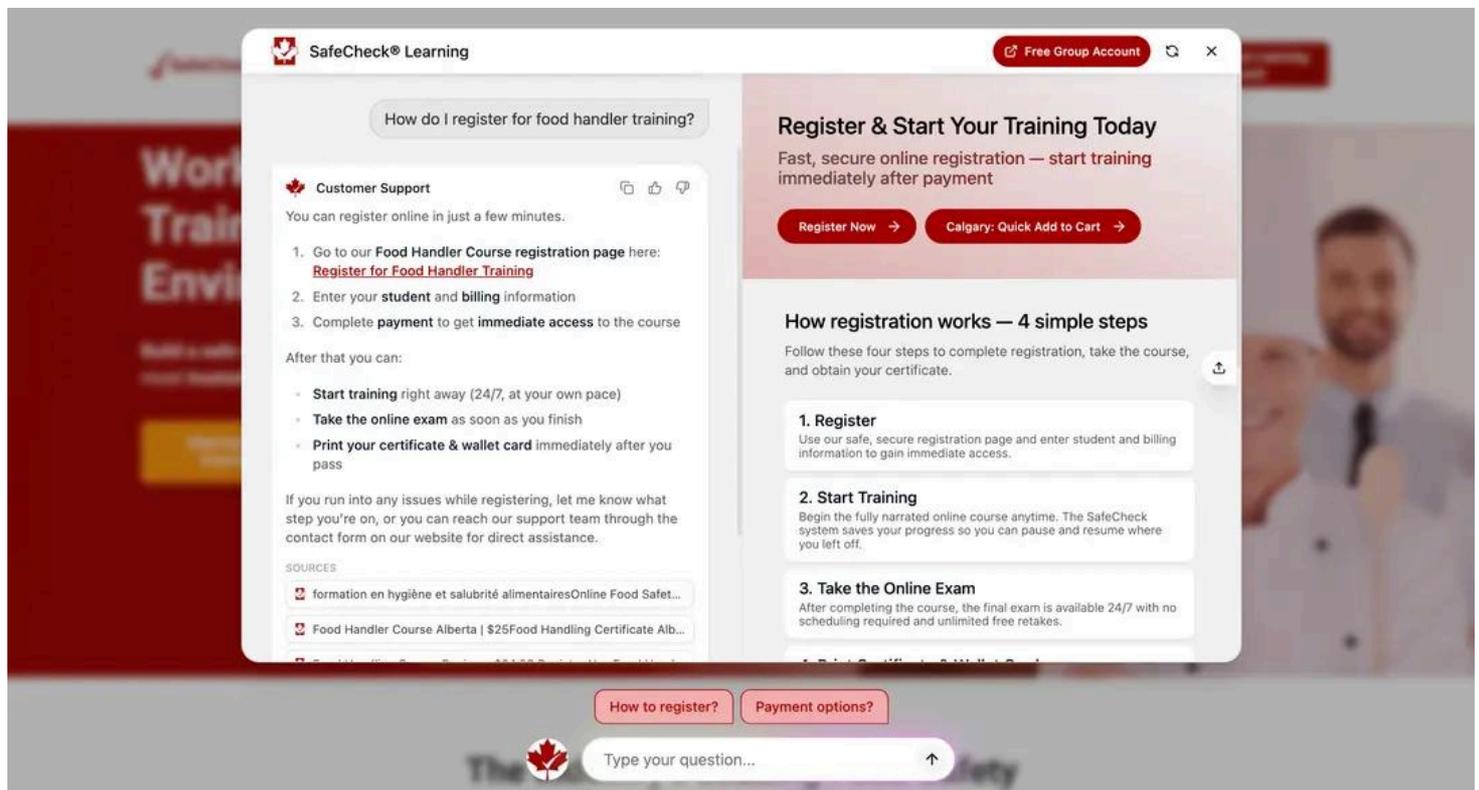
Multilingual support was an added benefit for their diverse customer base.

## ✦ How Expertise AI Was Used

Once live, Expertise AI became the front line of SafeCheck's website experience.

- Answered questions about pricing, registration, and purchasing
- Guided users step-by-step to checkout
- Routed corporate buyers to HubSpot forms
- Identified visiting companies through IP-level enrichment
- Deflected support tickets that previously required human replies

The AI only escalates conversations when human access is truly required, such as LMS-specific or account-level issues.



## ✦ Results

### 1. 50% increase in corporate inbound leads

One of the biggest wins came from corporate and bulk purchases.

Before Expertise AI:

Corporate inquiries arrived sporadically

After Expertise AI:

- The AI proactively directs relevant corporate buyers
- Inbound corporate leads increased by ~50%

*"We're seeing way more inbound forms completed. I can see it directly in HubSpot."*

— **Domenic Pedulla**

### 2. Support resolution at scale

For website and purchase-related questions, Expertise AI now resolves ~80% of inquiries.

*"Anything that's on the site, pricing, how to purchase, how to register, the AI answers it."*

— **Domenic Pedulla**

Live agent requests dropped significantly, freeing the team to focus on higher-value support and operations.

### 3. Faster path to purchase

In any sales process, speed matters. Expertise AI shortened the buying journey by:

- Instantly answering purchase questions
- Providing direct purchase links
- Walking users through the process in real time

*"It's definitely expedited the purchase process."*

— **Domenic Pedulla**

### 4. New visibility into buyer intent

Using IP-level enrichment, SafeCheck gained insight into which companies were visiting the site, even when visitors didn't fill out a form.

*"This is really useful. I didn't even realize this was happening."*

— **Domenic Pedulla**

This opened new outbound and partnership opportunities that weren't visible before.

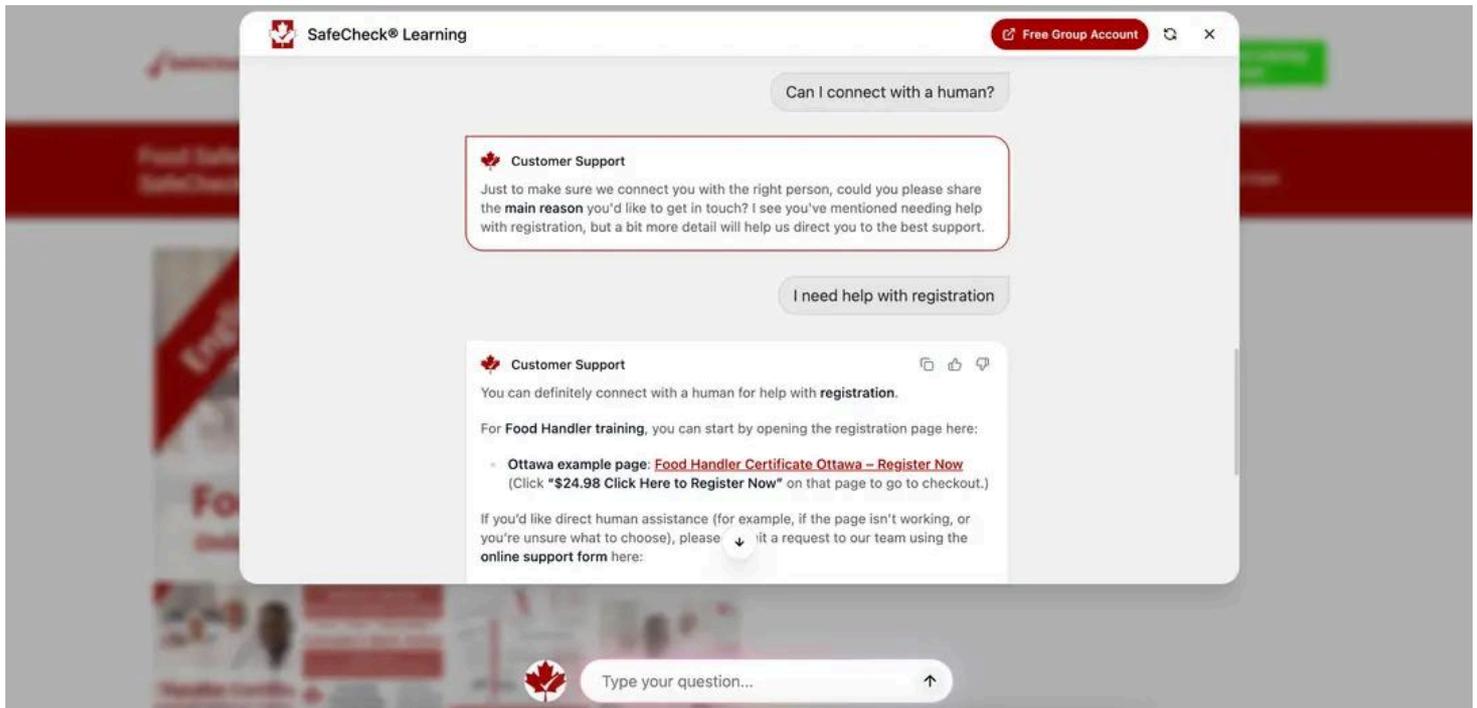
## ✦ Accuracy, Trust, and Reliability

SafeCheck tested the AI extensively before and after launch.

- Very limited correction needed
- High confidence in resolution quality
- Strong alignment with existing website content

*"I don't remember seeing it get anything wrong."*

— **Domenic Pedulla**



## ✦ Implementation & Partnership Experience

Beyond the product itself, SafeCheck highlighted the quality of the working relationship.

- Clear documentation
- Responsive support
- Flexible workarounds when needed
- Ongoing collaboration on roadmap features

*"Your team was great. Implementation was easy and seamless."*

— **Domenic Pedulla**

*"That speaks to confidence in your product. You actually stand behind it."*

— **Domenic Pedulla**

The 30-day money-back guarantee also played a role in building trust.

## ✦ The Bigger Impact: More Than Support Automation

For SafeCheck, Expertise AI delivered more than cost savings.

- Reduced operational burden
- Increased revenue opportunities
- Faster self-serve conversions
- A more modern, AI-native brand presence

*"It's a big differentiator. It makes you look current."*

— **Domenic Pedulla**

SafeCheck now sees Expertise AI as a core part of its digital experience, not just a support tool, but a growth lever.

## ✦ Final Takeaway

*"I would recommend it to everyone, except a competitor."*

— **Domenic Pedulla**

By replacing repetitive support work with intelligent, self-serve AI, SafeCheck increased corporate demand, improved customer experience, and modernized its brand - all without adding headcount or development overhead.