

How HubSpot power user Rachel reduced human livechat demand by 94% with Expertise AI



94%

Reduction In Human Livechat Demand



3500+

Conversations In 90 Days



< 1%

Live-Chat Button Clicks



[About Us](#) [Academics](#) [Admissions](#) [Tools & Support](#) [Partner](#) [Contact](#)

[Request Info](#)

[Enroll Now](#)

[Transcript & Records](#)



Your Goals. Your Pace. Your Path.

Flexible, Accredited Online Middle School, High School & Adult Diploma Programs

Get an education that fits your life. Our accredited online programs for middle school, high school, and adult learners are designed to help you succeed—whenever, wherever you choose to learn.

[What Programs Do You Offer](#)

[What is Tuition](#)



Type your question...



✦ Introduction

When Rachel migrated from a previous tool to Expertise AI, her goal was simple: reduce live-chat load, improve answers, and capture cleaner data in her HubSpot, without breaking the bank. In 90 days she recorded ~3,500 conversations, with only ~6% needing human handoff, meaning ~94% were resolved by the AI.

“That means 94% less human support... pretty exciting.”

— Rachel Bjerstedt

✦ Challenge

- Her previous tool charged by conversations, leading to a bill of \$10k+ a year. Expertise AI in contrast has unlimited conversations included in all its paid plans.
- Rachel wanted an easier way to analyze conversations, spot recurring gaps, and write targeted training, without exporting and wrangling data by hand.
- Her previous tool limited channels and bot flexibility which meant no Messenger connection to the chatbot, single-bot constraints, making scale and experimentation harder.

"I want to run a filter and see the most common questions... find when those moments happen so I can adjust my training."

— Rachel Bjerstedt

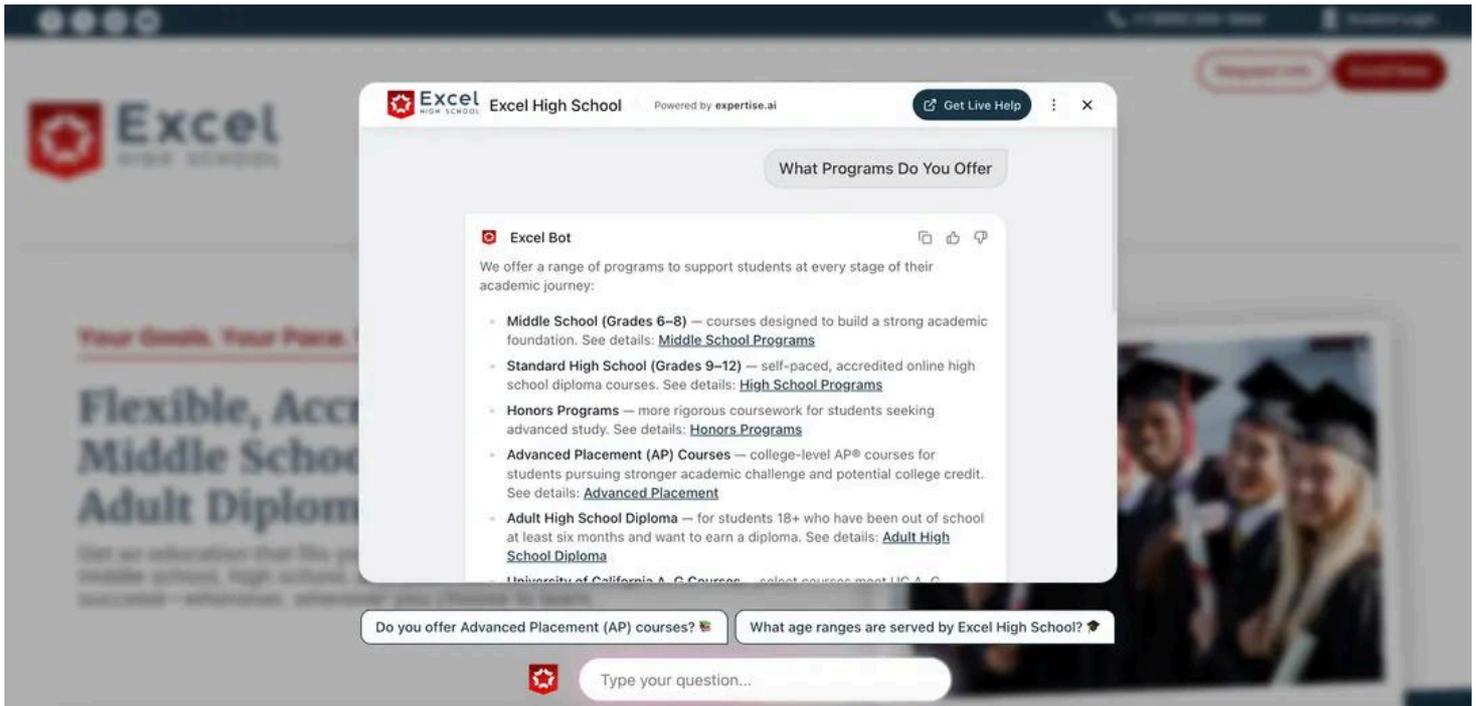
✦ Solution

Rachel implemented Expertise AI and leaned on four capabilities:

- **Unlimited conversations included:** Expertise AI has unlimited conversations included in all paid plans, so that helped cut her costs by 80%+ since she has a high traffic website. Then where livechat was relevant, the AI would recommend a link to a page where just the HubSpot live chat was embedded. This helped her keep the best of both worlds.
- **Knowledge Gap intelligence:** She used Knowledge Gap filters and Knowledge Gap Themes to surface where users were confused, e.g., testing procedures/academic policies, so she could write precise, new training that prevents repeat confusion.
- **Integrated lead capture + CRM field mapping:** She configured the widget to ask for contact details after two messages (high intent), and mapped first/last name + custom fields ("Student type") directly to HubSpot, no manual cleanup.
- **Flexible channels and multiple bots:** Unlike her previous tool, Expertise AI supports multiple bots and broader integrations (including Messenger). She's planning a third bot and even an internal help bot for staff.

"I have been impressed. I think you guys did such an amazing job. I cannot speak highly enough."

— Rachel Bjerstedt



✦ Results

~94% auto-resolution

3,500 conversations in 90 days; ~216 escalations (~6%) → the rest handled by Expertise AI.

Lower live-chat load

Rachel's dedicated live-chat button sees less than 1% clicks, because most users get what they need in chat.

Cleaner CRM data

First/last name and custom attributes (e.g., student type) map reliably; conversations arrive with context and comments attached.

Faster iteration

Knowledge Gap Themes show where content is missing, so Rachel can fix training before issues become tickets.

Conclusion

Rachel moved from "answering questions" to continuously improving them. With Expertise AI, she:

- Identifies **precisely** where users get stuck,
- Captures **better leads** with the right fields at the right moment, and
- Sends **clean, mapped data** into her CRM, no duct-tape.

Or in her words: *"That's pretty exciting."*