

HubSpot's AI assistant runs on an Edra-managed knowledge.

The problem

HubSpot is a leading CRM platform serving over 288,000 customers worldwide. Their customer support team uses an in-house AI assistant powered by a knowledge base to resolve inbound tickets. When the knowledge base doesn't cover a topic, the ticket is escalated to a human agent. Before, a dedicated team of technical writers spent time manually analyzing past escalations to identify recurring topics and update the knowledge base.

The solution

Edra connected to HubSpot's agent logs and human escalation records to identify recurring escalation patterns. It identified information that was previously only tacit knowledge of the support team across the knowledge base and suggested edits and new articles. With Edra, HubSpot's in-house AI support agent is backed by a constantly updating knowledge library and documentation managed by Edra. The library continues to learn from every question and escalation from HubSpot customers, automatically identifying gaps and suggesting specific updates for the team to review and accept. Instead of manually working through every past escalation, HubSpot's support team can focus on the highest-priority issues and incorporate changes, instead of manually trying to detect patterns across hundreds of thousands of conversations.

Maintaining a knowledge base at our scale is a never-ending job. Edra turned our support conversations into actionable insights and continues to learn from our team's actions every day. This allows us to make targeted content changes that keep our AI assistant accurate without the manual overhead.