

## Marosa's knowledge base couldn't keep pace with reality

SYSTEMS	Outlook, Zendesk
USE CASE	VAT compliance
NUMBER OF CONVERSATIONS	40,000 per month

### HIGHLIGHTS

25% of inbound queries are able to be responded to automatically by Edra during the 4-week trial. This number is increasing week over week as our continuous learning captures more knowledge.

Knowledge base updated with 96 edits surfaced by Edra alongside the creation of 130 new KB articles in the 4-week pilot period alone.

Live in just 7 days following the pilot

### The problem

Marosa is a European tech-enabled provider of mission-critical VAT compliance technology and services for large multinationals with filing obligations across Europe. With over 1,200 enterprise and eCommerce customers, answering VAT questions quickly and correctly isn't just customer service. It's at the core of their business. Get it wrong, and clients face large issues.

To deliver reliable answers, Marosa built a comprehensive knowledge base with 1,500+ articles. But two problems emerged as they scaled: keeping that knowledge base current with consistent, accurate information became a full-time battle, and their client team couldn't search fast enough to keep up with growing inbound volume.

### The solution

Edra ingested 70,000 Outlook messages alongside Marosa's existing knowledge base and built a Living Playbook, operational instructions that capture how Marosa's team actually resolves queries, in days. Edra automatically surfaced gaps, conflicts, and outdated content, ensuring the playbook reflected reality, not documentation that had drifted out of sync.

Now, Edra's AI agent handles incoming emails automatically when the answer exists in the playbook. The support team focuses only on complex, high-judgment queries. And every time they answer manually, Edra learns, so similar questions get handled automatically going forward.

"Every time our team answers a tough question, Edra learns. Our knowledge base finally stays current, and our clients get accurate answers fast. That's not incremental, it's a different way of operating."