

AI Customer Support Assistant Example for Engineering Software Companies

Slubal Software scaled 24/7 engineering support for 130,000 users

Slubal Software uses CustomGPT.ai for multilingual AI customer support in engineering software. Its assistant, Mia, answers technical and administrative questions in ten languages on slubal.com and inside Slubal's desktop software, with citations, and without a larger support team.

130,000+

Users supported by Mia

24/7

Support in ten languages

132

Countries served

THE CHALLENGE

A talent shortage and support questions in every time zone

Slubal's support engineers field everything from bug reports, licensing and billing to advanced structural-calculation topics. A persistent talent shortage made it hard to cover every time zone.

An internal RAG-style prototype stalled when it came time to scale. Slubal needed a production-ready platform that could ground every answer in its own data.

WHAT SLUBAL NEEDED**24/7 multilingual support.**

Coverage in every time zone, without expanding headcount.

Trusted answers.

Every response grounded in company data.

Deep integration.

Robust APIs to build the assistant into Slubal's own software.

HOW SLUBAL SOLVED IT

Mia, built into the website and the software itself

Chosen for API depth.

After evaluating several providers, Slubal chose CustomGPT.ai for answer quality, security and API capabilities.

Grounded in Slubal's knowledge.

JSON and PDF manuals, e-learning guides and the full sitemap were loaded into the no-code platform.

Tuned in two weeks.

The AI team set Mia's tone and formatting so formulas render correctly and answers work in ten languages.

Help where users work.

Mia runs on slubal.com and inside Slubal's desktop products.

ABOUT SLUBAL SOFTWARE

Slubal Software is a family-founded and run leader in structural analysis and design software for structural and civil engineers, headquartered in southern Germany with offices worldwide, including Prague and the US. With 35 years of experience, it serves 13,000 companies and more than 130,000 users in 132 countries.

AT A GLANCE

AI ASSISTANT Mia, on dlubal.com and inside Dlubal's desktop software	SCALE 130,000+ users at 13,000 companies in 132 countries	KNOWLEDGE SOURCES Manuals, e-learning guides and the full dlubal.com sitemap
--	---	--

CAN AN AI CHATBOT SUPPORT MULTILINGUAL ENGINEERING CUSTOMERS?

Hallucination prevention, multilingual support and API integration

- 1** **Grounded in official documentation.**
Answers come only from Dlubal's documents, with citations, which prevents hallucinations.
- 2** **Ten languages, one knowledge base.**
A REST override lets the web widget switch languages on the fly.
- 3** **Built into the software.**
The API connects Mia to Dlubal's products and automates internal workflows.

RESULTS

Engineering support, before and after

DIMENSION	TRADITIONAL SUPPORT	DLUBAL WITH MIA
Availability	Limited by time zones and staffing	24/7, ten languages
Where help lives	Email and ticket queue	On dlubal.com and inside the software
Grounding	Depends on which engineer answers	Official company docs, with citations
Scale	Constrained by talent shortage	130,000+ users, no added headcount
Integration	Manual	Connected to internal processes via API

Weekly chat log reviews and like/dislike signals keep answer quality high. A spike in dislikes can show a user is on an older product version, so sales can reach out proactively.

//

The assistant has enabled us to offer 24/7 support while improving accuracy and speed of response. This has led to a noticeable increase in customer satisfaction and even faster support. At the same time, our support team has seen a significant increase in the efficiency of our customer service.

George Dlubal
CEO, DLUBAL SOFTWARE

WHY IT WORKED

- Tight grounding.**
Official docs prevent hallucinations.
- Strong API.**
Built into products and workflows.
- Feedback loop.**
Weekly tuning plus live ratings.
- Partnership.**
Rapid troubleshooting during rollout.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.