

Internal AI Chatbot in Slack Example: Reducing Legal Team Workload for Sales FAQs

Ontop saved its legal team 130 hours a month with an AI agent

Ontop built Barry, an internal AI chatbot in Slack, on CustomGPT.ai. It answers the sales team's payroll, hiring and compliance questions from company documentation with a citation on every answer, cutting response time from 20 minutes to 20 seconds.

130

Legal team hours saved a month

60x

Faster responses, 20 minutes to 20 seconds

400+

Complex questions answered a month

THE CHALLENGE

Repetitive sales questions pulled legal away from strategic work

Sales kept asking legal the same questions about payroll, hiring and compliance in different jurisdictions, though the answers were already documented.

Ontop needed its legal experts focused on strategic work, with salespeople still getting accurate answers fast.

WHAT ONTOP NEEDED**Fewer interruptions for legal.**

Routine questions answered without a lawyer.

Fast answers for sales.

Seconds instead of a wait for a reply.

Answers sales can trust.

Citations back to company documentation.

Visibility.

Insight into who asks what, and where training is needed.

HOW ONTOP SOLVED IT

Barry, an internal AI agent where sales already works

Chosen for ease of use.

Product Manager Tomas Giraldo chose CustomGPT.ai after evaluating several options.

Native Slack integration.

Barry answers sales FAQs in Slack from company documentation.

Usage tracking built in.

A dedicated Slack channel and dashboard track usage, monitor performance and flag training needs.

ABOUT ONTOP

Ontop is a Y Combinator company and was rated one of Colombia's Top 100 Most Important Startups. It provides international payroll services and workforce management, helping organizations onboard and pay global employees while staying compliant with each country's legal requirements.

AT A GLANCE

INDUSTRY	DEPLOYMENT	TEAMS
International payroll, Employer of Record and workforce management	Barry, an internal AI agent integrated natively with Slack	Legal and sales

CAN AI CHATBOTS REDUCE LEGAL TEAM WORKLOAD?

Citation-backed answers, Slack adoption and no-code deployment

- 1 A citation on every answer.

Because Barry references its source every time, the legal team trusts it without reviewing each answer.
- 2 No change in workflow.

Inside Slack, there is no new tool or separate login, which drove sustained daily use.
- 3 No developers needed.

No-code setup made launch and iteration fast.

RESULTS

Internal AI chatbot results, before and after

FACTOR	BEFORE	AFTER
Response time	20 minutes per question	20 seconds per question
Legal hours on FAQs	About 130 a month	Redirected to strategic work
Questions to legal	100+ a week	Handled by Barry
Sales autonomy	Dependent on legal	Self-serve via Slack
Knowledge gap visibility	None	Dashboard and Slack channel tracking

Barry holds a 60% acceptance rate in a legally sensitive field. Sales responds to customers faster, and Ontop is exploring new use cases for the agent.

Integrated with Slack, CustomGPT.ai provides quick, accurate answers with citations, freeing our legal team to focus on strategic tasks. The efficiency and precision of CustomGPT.ai have significantly improved our sales team’s productivity, allowing them to concentrate on selling.

Tomas Giraldo

PRODUCT MANAGER, ONTOP

WHY IT WORKED

- Easy access in Slack.

Adoption without changing workflow.
- Trusted citations.

Confidence for both sales and legal.
- Real-time insight.

Usage patterns and knowledge gaps.
- Fast, no-code launch.

No developer support required.

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.