

## AI Customer Support Chatbot Example for SaaS Help Centers

# BQE Software resolves 86% of support questions with AI

BQE Software uses CustomGPT.ai for AI customer support across its SaaS help center, in-app Resource Center, API documentation and website. Every answer comes from verified BQE documentation, and more than 180,000 support questions have been answered so far.

**86%**

AI resolution rate

**180K+**

Support questions answered

**64%**

Help center interactions handled by AI

**THE CHALLENGE**

## Self-service support for a platform that keeps growing

BQE CORE spans time and expense tracking, project management, billing, accounting, HR, CRM, payroll and API integrations. As it serves more sophisticated firms, users' questions get more specific and more urgent.

BQE already had a robust help center. It wanted a conversational way to answer nuanced, product-specific ERP questions, without ever guessing.

**WHAT BQE NEEDED****Accurate answers, around the clock.**

Instant responses to product questions at any hour.

**Respect for user permissions.**

Guidance that follows BQE's permission models and feature-specific rules.

**No guessing.**

Never assume or generalize when the documentation does not explicitly cover it.

**A partner to the help center.**

An interactive layer on top of existing articles, not a replacement.

**A PHASED AI STRATEGY**

## Start with support, prove the value, then expand

**Phase 1: Product support. Live.**

The BQE CORE AI Assistant runs in the help center and in-app via the Resource Center. A second assistant covers BQE's public APIs.

**Phase 2: Website sales chatbot. Live.**

A website chatbot helps prospective customers explore BQE's solutions and find the right resources.

**Phase 3: Across the business.****In progress.**

With three deployments live, BQE is bringing AI into existing workflows for customer experience, efficiency and insight.

**ABOUT BQE SOFTWARE**

BQE Software provides cloud-based business management software for architecture, engineering and professional services firms, from Torrance, California. Its flagship platform, BQE CORE, serves thousands of firms and tens of thousands of users who process billions in annual invoice volume, backed by 24/7/365 support.

AT A GLANCE

|                                                                                                      |                                                                                   |                                                                                                   |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| INDUSTRY                                                                                             | SCALE                                                                             | AI DEPLOYMENTS                                                                                    |
| BQE CORE, business management software for architecture, engineering and professional services firms | Thousands of firms, tens of thousands of users, billions in annual invoice volume | Help center assistant, in-app Resource Center, API documentation assistant, website sales chatbot |

HOW THE ASSISTANT STAYS ACCURATE

AI hallucinations, guardrails and permission-aware answers

- 1 **Verified documentation only.**

Answers are drawn from tightly scoped, approved BQE content. If a topic is out of scope, the assistant declines rather than improvising.
- 2 **No assumed context.**

When a question depends on information the documentation does not cover, the assistant does not fill the gap.
- 3 **The right handoff.**

Questions about a specific subscription package go to a BQE representative instead of getting a generic answer.

RESULTS

Customer support automation, before and after

| MEASURE              | BEFORE                             | WITH CUSTOMGPT.AI                                     |
|----------------------|------------------------------------|-------------------------------------------------------|
| Support volume       | Human team handling every query    | 180,000+ questions answered by AI                     |
| AI resolution        | Generic or no AI tools             | 86% of queries fully resolved by AI                   |
| Help center coverage | Static document search only        | 64% of interactions handled by AI                     |
| Availability         | Business-hours support model       | 24/7 across help center, in-app, API docs and website |
| Answer grounding     | Hallucination risk with generic AI | Verified BQE documentation only                       |

The support assistant alone handles more than 100,000 queries a year, and BQE’s documentation team uses its analytics to keep improving the knowledge base.

CustomGPT.ai has fundamentally changed how we deliver help and support to existing and potential customers. The number of queries handled by our chatbot is steadily increasing over time, thus encouraging self-service and reducing pressure on our support team without compromising quality. We want to encourage self-service among our customers and so the help center chatbot has been a big help in doing so. And now we're excited to see how we can convert more of our website traffic into paying customers.

Naira Yaqoob  
DOCUMENTATION MANAGER AND PRODUCT SPECIALIST, BQE SOFTWARE

WHY IT WORKED

- A phased rollout.**

One focused use case first, with value delivered at every step after.
- Tightly scoped content.**

Guardrails that refuse out-of-scope questions and never assume.
- Permission-aware guidance.**

Answers that follow BQE’s user permission models.
- Analytics-driven improvement.**

Customer questions feed straight back into the docs.

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.