

Internal Product Knowledge AI Assistant for Medical Device Manufacturers

A specialist's answer, without waiting for the specialist

An internal product knowledge assistant for a global medical device manufacturer, answering specification and compatibility questions from structured product data and more than 200,000 approved documents, answering more than nine questions in ten, for sales and customer service teams worldwide.

26,065

Questions asked since launch

99.5%

Answered well, of what the approved sources cover

371

Days with a question asked

200,000+

Documents made answerable

THE CHALLENGE

The answer existed. Finding it was the job.

A salesperson in front of a customer who needs to know whether two components fit together. A customer service agent working through a question that turns on a clinical protocol buried in a document library. And the product specialist both of them escalate to, whose time is finite and who is the only reliable route to a precise answer.

The portfolio is deeply technical: thousands of product codes with intricate compatibility relationships and clinical protocols behind them. The knowledge was scattered across dense PDFs, document libraries and product databases, so anyone who needed a specification had to know exactly where to look. General-purpose AI tools could not be trusted on this data, and for a medical device company a wrong answer delivered confidently becomes a safety problem.

WHAT GOT BUILT

A direct line into structured product data.

A connector sits in front of the company's own product system and exposes specifications, compatibility relationships, codes and manuals to the assistant as one source.

Guardrails on scope.

The assistant answers product and technical questions, and knows to route to the company's own team when a question falls outside that.

Grounded retrieval for everything else.

More than 200,000 documents from sitemaps, internal libraries and published instructions-for-use material, with answers restricted to approved sources.

Live to sales and customer service worldwide,
as the company's first internal deployment.

ACCURACY, COMPATIBILITY AND THE LIMITS OF A GENERAL MODEL

Five things a medical device manufacturer cannot compromise on

A company whose answers describe regulated devices carries an obligation a general knowledge base does not. If you are building the same shortlist, these are the five that decide whether a deployment is viable at all.

- 1 No answer outside the approved sources.
- 2 Technical questions answered with a specialist's precision.
- 3 One place, in front of many.
- 4 Guardrails on scope, and a route to a person.
- 5 A team outside engineering has to be able to build it.

SWORN TO SECRECY

A global medical device manufacturer serving clinicians, specialist practices and the organizations that buy for them, with a portfolio spanning implant systems, related components and the software around them. Shared anonymously.

AT A GLANCE

INDUSTRY Medical device manufacturing, global	STRUCTURE A portfolio of brands selling into markets worldwide, with hundreds of websites across them	ACCESS Internal, to sales and customer service teams worldwide
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THE CAPABILITY THAT DECIDED IT

The assistant queries the product data itself, instead of reading about it.

A connector sits in front of the company’s structured product data and exposes specifications, compatibility relationships, codes and manuals to the assistant as a single source. That is what lets a technical question be answered with the precision of a product specialist rather than summarized from a document that happens to mention the answer. Everything else runs on grounded retrieval across more than 200,000 approved documents. One assistant, two ways of answering, and no loosening of either.

PRODUCT SEARCH, BEFORE AND AFTER

What changed for the people who have to look things up

LOOKING UP	BEFORE	AFTER
Specifications	Open the document, find the table, read the footnotes	Asked in plain language, answered from structured product data
Compatibility	Cross-reference matrices across systems and brands	Component relationships resolved directly from the product data
Codes	Search product databases by exact code	Found from a partial description or a related product
Clinical protocols	Locate the right document across hundreds of sites and libraries	Answered from the approved source, with the source shown
Trust in the answer	General AI tools could not be relied on for this data	Answers restricted to approved sources, and none outside them

WHY CUSTOMGPT.AI CAME OUT ON TOP

Grounding that holds in a regulated setting. Answers are restricted to approved sources, which is what made a deployment possible where general tools had already been ruled out.	Structured data, read directly. The connector into the product system is what separates a precise technical answer from a plausible one.	Built on a no-code interface. A no-code interface took the team from concept to a live internal deployment quickly.
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WHAT THIS MEANS FOR YOU

Point the assistant at the data, not only at the documents.

Exact questions need exact sources. Where the answer is a specification or a compatibility relationship, a connector into the system holding it beats any amount of retrieval over documents about it.	Decide what it will not answer. A narrow scope with a route to a person is what makes a regulated deployment defensible.
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LOOKING AHEAD

The company is broadening adoption across more business units and departments, working toward deployments that serve professionals outside the organization, and developing deeper integration with its own proprietary knowledge sources.

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.

CustomGPT.ai