

Generative AI sales assistant

Empowering Eurolux sales
teams with rapid, intelligent
access to product
knowledge

**eurolux**
Lighting your way

**CUSTOMER
SUCCESS STORY**



Customer challenge

Eurolux is a leading lighting solutions distributor, serving a wide range of customers across commercial and residential sectors. Sales representatives often needed to consult historic case studies and product specifications to match client needs with the most suitable solutions.

This process was time-consuming, often reliant on the experience of senior staff, and slowed the sales cycle.

The solution

First Digital from First Technology Group designed and deployed a bespoke generative AI chatbot, "Lighty," using an Azure AI Retrieval-Augmented Generation (RAG) architecture.

The chatbot provides sales teams with secure, instant access to the company's product knowledge base, enabling faster, more accurate responses to customer inquiries.

The system was deployed within a month using First Digital's template-based chatbot framework and was fully integrated into Eurolux's Azure tenant for data security.



The results

- **Faster sales cycles:** Rapid access to accurate product and design information reduced response times to clients.
- **Reduced knowledge gaps:** New sales representatives became less reliant on the expertise of senior colleagues.
- **Future-Proofing:** Established a foundation for future AI integrations, including querying stock, pricing, and order data from ERP systems.