

AI Assistant for More Efficient Sales

KUKA accelerates sales processes with a scalable Azure-based AI assistant

KUKA

Project at a Glance

KUKA, one of the world's leading providers of intelligent automation solutions, sought a scalable way to make sales knowledge more accessible and to enable customers to explore products easily. Together with b.telligent, an AI-based solution was created that boosts efficiency, shortens onboarding, and significantly relieves the sales organization.

 Germany, Mechanical Engineering

 Group

 3-6 months

 Microsoft Azure

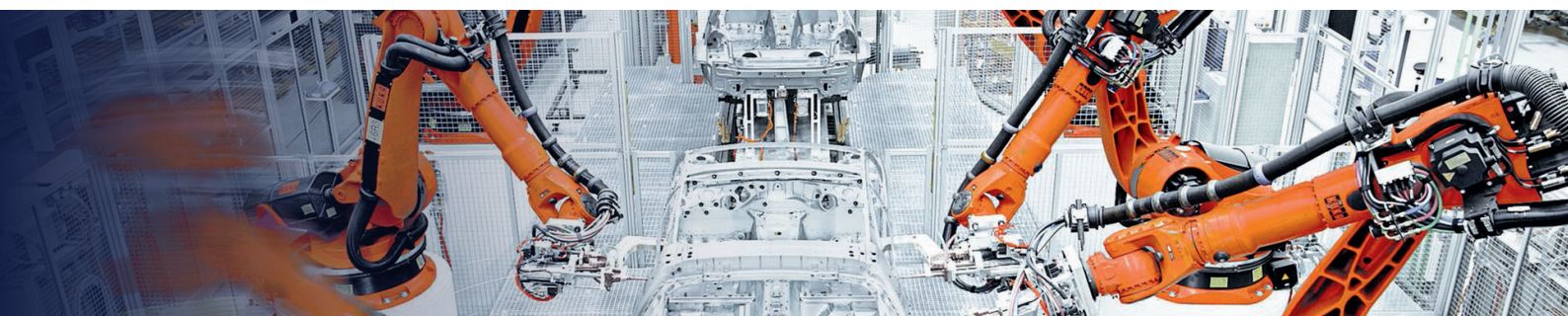
Highlights

- **Scalable Architecture:**
Azure-based system enabling rapid rollout and flexible expansion.
- **Faster Knowledge Access:**
AI assistant delivers precise answers and reduces search time.
- **Self-Service Research:**
Customers identify suitable software without direct sales support.

Challenge

Increasing competitive pressure demanded shorter sales cycles. KUKA needed to make complex knowledge about its extensive hardware and software portfolio available more quickly, globally, and resource-efficiently for employees and

customers. At the same time, onboarding had to be accelerated and customers needed a way to identify suitable software products independently.





b.telligent has convinced us with high professional expertise, methodological competence, and pragmatic implementation speed. The AI-powered Sales Assistant significantly accelerates research without compromising consulting quality. Particularly positive: the clean Azure integration and proactive quality assurance. We are very satisfied with the results.



Vasko Isakovic
Head of AI Sales Tools & Sales Enablement at KUKA

Solution

Working closely together, b.telligent developed an Azure-based AI assistant that makes KUKA's extensive documentation searchable in a structured way.

A Proof of Concept validated efficiency and quality early on.

The solution combines containerized front- and back-end services, GPT models for precise responses, dynamic content updates, and an LLM-as-a-Judge mechanism to ensure answer quality.

Success

The AI-powered Sales Assistant has been successfully rolled out and is already delivering measurable results. Sales teams research significantly faster, reducing process costs and shortening sales cycles. Centralized knowledge lowers dependency on individual experts and accelerates onboarding. Customers benefit from intuitive self-service product discovery without direct sales contact. The modular solution can be expanded to additional business areas while maintaining consistently high consulting quality.



Looking for Support With Your Data Challenges?

Contact us for a first, non-binding consultation.

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Curious To Learn More?

Discover the full success story—right here.

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b.telligent is a technology-independent consultancy specializing in optimizing digital and data-driven business processes, as well as customer and supplier relationships. Around 400 employees work across nine locations in Germany, Austria, Romania, and Switzerland, serving over 500 clients.