

Helpdesk implementation and AI agents, trusted by 100+ client companies



16

years of Jay's own helpdesk and
contact center experience

100+

client companies served

23+

platforms implemented

8

vendor partner credentials,
Zendesk Advanced included

RESOLVED BY AI ON INTERCOM AND GORGIAS

**Resolved by AI from launch day, and more as we tune on
real conversations. Our track record, not a guarantee.**

WHO YOU WORK WITH

Jay Biros founded Smart Instinct and is the senior
consultant on every engagement.

Eight vendor partnerships behind every build



Each badge is granted by the vendor.

We have been a Zendesk partner for six years; the current tier is Advanced.



Zendesk
Advanced
Partner



Gorgias
Managed
Services Partner



Intercom
Solution
Partner



Aircall
Solution
Partner



Zapier
Solution
Partner



Tidio
Partner



VENDOR PARTNER CREDENTIALS



Richpanel
Partner



Pylon
Partner

Six builds, six different problems



Logos show the platforms
we built on, not clients.



StraighterLine

Problem. Calls and tickets split across two tools.

Built. Zendesk Support, Talk, help center and an AI agent.

Result. One workspace, and we still run the admin.



Fin for service and sales

Problem. One bot was serving buyers and customers.

Built. A new or existing gate feeding two Fin roles.

Result. Leads get qualified; customers get answers.

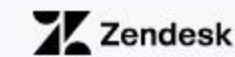


Helpdesk migrations

Problem. An old helpdesk nobody wanted to touch.

Built. A mapped migration, scoped apart from the build.

Result. A path we have already shipped.



THE SAN FRANCISCO MARATHON®

Problem. Race season repeats the same questions.

Built. AI agents with help center recommendations.

Result. Repeat questions answered before an agent opens them.



AI Agent for Shopify stores

Problem. Order questions clogging the human inbox.

Built. Order data in the ticket and AI Agent with handoff.

Result. Agents handle exceptions, not tracking lookups.



Moves onto Pylon

Problem. B2B teams outgrowing email or an older desk.

Built. A move onto Pylon from Zendesk, Intercom or Front.

Result. A route we publish and deliver.

23+ platforms implemented



So we know where each one fits.

Helpdesk, chat, voice and automation.
Logos show platforms we have implemented; partner credentials are on page 2.

