

Otis: Building an AI support agent to close its overseas response gap and regain trust

The problem was specific: overseas subcontractors, particularly in APAC, faced hours-long waits for a first reply—undermining Onetrace's core promise of being there when it matters. Rather than staff overnight cover, the CX and product teams built Otis, a branded AI agent trained on Onetrace's own knowledge, deployed cautiously: out-of-hours only, sensitive queries routed to humans, wider hours earned only once trust was proven.

The outcome: 57% of conversations deflected in the first 32 days, rising to 80% for APAC, with first response cut to 4 minutes 31 seconds—and CSAT held at 96.6% throughout.

Why it's significant: this shows AI support scaling trust rather than eroding it, built cheaply on an existing platform. For marketing, it's proof that brand promises can be operationalised, not just written—a genuine differentiator on responsiveness and care, and evidence-led material for positioning, PR, and award submissions.

Results

Cost effective

Under £1 per resolved conversation.

It's fast:

APAC replies cut from hours to 4 minutes

It frees people up:

57–80% of queries deflected from humans.

Brand trust:

96.6% CSAT despite 80% AI handling out of hours.

