

Transforming Customer Service Efficiency with AI-Powered Automation

Faster responses. Fewer manual touches. No new headcount.

KEY METRICS

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new headcount needed

50%

reduction in response times

300+

weekly orders automated

Industry: Healthcare supply distribution
(55,000+ SKUs)

Services: AI Consulting, Sales Operations

Stack: Microsoft Power Automate, AI
Builder, Microsoft 365

At a glance

A healthcare supplier with over 55,000 SKUs faced significant challenges managing its customer service inbox. With 400–600 customer emails flooding in each week, manually sorting and responding to inquiries had become overwhelming. True Blue Technologies built an AI-driven automation solution to streamline email handling and improve response times.

Challenges

Overwhelming email volume

The team struggled to manage 400–600 customer emails per week, leading to delays and inefficiencies.

Manual order entry

Manually sorting and entering orders into the ERP system consumed valuable time and slowed response rates.

No accountability loop

Tracking response times and ensuring timely follow-ups was challenging without automation.

Solution

True Blue Technologies built an AI-driven automation layer on Microsoft Power Automate, AI Builder, and Microsoft 365:

- Automatically sorted and triaged incoming customer emails
- Extracted order details with AI Builder and pushed them directly into the ERP system
- Tracked response times and flagged follow-ups automatically
- Freed the team to focus on resolution rather than manual sorting and entry

Benefits

Increased efficiency & productivity

Employees could focus on resolving issues rather than sorting emails and manual data entry.

Streamlined workflows

Large email volumes managed effortlessly as orders were automatically added to the ERP system.

Improved customer satisfaction

Faster responses led to a better overall customer experience.

Growth without new headcount

Increased workload from growth was handled without hiring additional staff.