

# HubSpot AI Customer Agent Implementation: Vehicle Customization Leader Saves 15 Days a Year



## The Challenge

A multi-brand vehicle customization company was drowning in customer service tickets - averaging 1,200 monthly inquiries across three business divisions. Their team spent countless hours answering routine questions about order status and product compatibility, leaving little time for complex customer needs and strategic work.



## Anneomaly's Solution

When HubSpot launched their AI Customer Agent (Breeze), Anneomaly immediately saw the opportunity. We implemented this contained AI system that answers customer questions using only company-loaded information.

### Our Strategic Approach:

- Analyzed 6,000 ticket patterns to identify automation opportunities
- Built comprehensive knowledge base
- Configured AI to handle routine inquiries while seamlessly handing off complex issues



## Results That Matter

### Within 60 days of launch:

- **100 tickets resolved monthly** by AI without human intervention
- **120 hours saved annually** — equivalent to 15 full work days
- **Faster response times** for customers with immediate AI answers
- **Team members freed up** to focus on high-value customer interactions



## Five-Year Partnership Success

This AI implementation builds on Anneomaly's five-year relationship with the client:

- **Initial HubSpot onboarding** and team training
- **Service Hub optimization** for efficient ticket management
- **Multi-brand expansion support** as the company grew
- **Continuous innovation** with cutting-edge HubSpot features



## Why This Worked

**Anneomaly's expertise made the difference:**

- Deep understanding of client's systems from five-year partnership
- Strategic knowledge architecture ensuring accurate AI responses
- Multi-brand implementation experience
- Early adoption of HubSpot's latest innovations



## The Bottom Line

By strategically implementing HubSpot's AI Customer Agent, Anneomaly transformed routine customer service into an automated, efficient system. The result? A team that can focus on what matters most while customers get instant answers to common questions.



## Ready to save days of work every year?

Anneomaly Digital specializes in HubSpot AI implementations that deliver measurable results. Our partnership approach ensures you get maximum value from cutting-edge features like AI Customer Agent.

## About Anneomaly Digital

Anneomaly Digital is a turnkey digital marketing agency that partners with busy operations and sales leaders who need expert marketing support. We serve as a seamless extension of your team, partnering with you on your marketing and HubSpot initiatives while you focus on driving business growth. Our highly organized, strategic approach means you can trust us to deliver consistent results across your marketing programs without requiring your constant oversight. We understand the complexities of balancing multiple business priorities, which is why we've designed our services to integrate smoothly with your existing work. Whether you need comprehensive digital campaign management or HubSpot optimization, we help you achieve more without adding to your already full plate. With Anneomaly Digital, you gain a capable partner committed to making both you and your business look good.

**Are you facing challenges with your digital presence? Drop us a line at [anne@anneomalydigital.com](mailto:anne@anneomalydigital.com), and let's talk about achieving your digital marketing goals**



*Most Promising HubSpot Solutions Providers by CIO Review, 2023  
Top 10 HubSpot Providers by CIO Review, 2024*