

Turning Complexity into Clarity

Case study

How Steinbach empowers seasonal service with botario's intelligent automation

Steinbach International is a leading Austrian producer and distributor of pools, accessories, and water care products. With a highly seasonal business model, Steinbach faced an intense summer spike in customer inquiries—most of them repetitive, urgent, and avoidable. By partnering with botario, Steinbach transformed their product knowledge into a scalable, intuitive service solution that works 24/7—saving time, improving satisfaction, and enabling real growth.

THE CHALLENGE

A seasonal avalanche of questions

90% of Steinbach's customer service demand is concentrated in just a few summer months. During this time, customer questions—many of them simple or repetitive—flood in from both end users and resellers.

But that wasn't the only pressure point. From unclear instructions to water treatment errors, every minute without the right information could result in frustration, wasted time, or expensive consequences—especially when a pool turns green in the middle of a heatwave.

The existing system couldn't keep up. Service teams were overextended, and important product knowledge was buried across documents and departments. Something had to change.

Steinbach we are pool

Website

steinbach-group.com

Industry

Wholesale/Manufacturing

Headquarters

Schwertberg,
Oberösterreich

Employees

200

Markets

Steinbach supplies Europe-wide both to B2B customers — such as DIY stores and specialist retailers — and to end customers via its own webshop and well-known online partners.

Products

Pools, pool accessories, pool technology, water care products, inflatable leisure items

THE SOLUTION

One bot, thousands of answers

Steinbach implemented botario to act as a real-time knowledge layer for both customers and agents. It started with a classic chatbot-automating level-1 inquiries-and evolved into a fully integrated, LLM-based platform that connects product data, user manuals, and customer journeys in one interface.

Key features:

- Automation of common product questions, including compatibility and use cases
- Integration of thousands of SKUs and manuals into one searchable interface
- LLM-powered answers based on real documentation-not generic text
- Mobile-first experience: over 50% of chats start on smartphones
- Smart intake: bot gathers all relevant info before handing over to human agents

"Our customers want instant answers-sometimes literally standing next to the pool. With botario, they get what they need without waiting."

Daniela Laic, Head of Product, Price and Marketing, Steinbach

RESULTS

Speed, simplicity, and strategic impact

From faster support to leaner operations, the impact of botario was immediate-and lasting.

With botario, Steinbach achieved:

- Massive reduction in first-level tickets via automation
- Positive feedback from customers on clarity and ease of use
- Improved operational planning during peak season
- Reduced reliance on external service providers
- Better access to knowledge across teams and systems

LOOKING AHEAD

Scaling knowledge, not just support

Steinbach is continuing to expand its use of botario-integrating more documents, exploring proactive guidance during buying journeys, and deepening LLM use for richer, context-aware assistance. With each step, the goal stays the same: empower teams, delight customers, and make every poolside experience a smooth one.

"botario didn't just help us automate-it helped us rethink how we use product knowledge as a service."

Daniela Laic, Head of Product, Price and Marketing, Steinbach

Steinbach x botario – Case Study

Key facts

- Steinbach needed a scalable solution to handle high inquiry volumes during the peak summer season.
- Over 90% of support requests occur in a short seasonal window, overwhelming internal teams.
- Customers often seek fast, mobile-first support for issues like compatibility, water treatment, and usage guidance.
- botario was deployed to automate recurring product questions across thousands of SKUs and documentation sources.
- The solution now powers 24/7 support across channels and serves both end customers and resellers.

Benefits

- Automated answers resolve frequent inquiries instantly, reducing first-level ticket volume.
- Centralized access to manuals, product data, and guidance enhances service quality and consistency.
- LLM-based chatbot delivers context-aware responses grounded in real documentation.
- Mobile-optimized interface supports fast resolutions at point-of-need — even poolside.
- Internal teams now spend less time on repetitive questions and more on high-value tasks.

About botario

botario is a next-generation automation platform built in Germany, designed to help organizations deliver seamless customer interactions across chat and voice. With an open, modular architecture and native support for technologies like Rasa, Python, and Large Language Models (LLMs), botario empowers teams to go beyond simple FAQ bots and automate real business processes with full transparency and control.

Enterprises and public sector teams across Europe rely on botario for solutions like self-service claims, multilingual phonebots, and secure, on-premise deployments. Our mission: make automation not only scalable, but open, explainable, and empathetic.



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