SIGNIFICOAI
AI POWERED, HUMAN DELIVERED

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One product for the whole customer conversation

Significo and SignificoAI: what almost 20 years of building customer support software across industries taught us about where customer conversations break, and what we built to fix it.

A note before we begin

This is not a brochure, and we have tried hard not to write it like one. A white paper is supposed to explain a position, so here is ours, stated plainly: most companies do not have a customer service problem. They have a fragmentation problem, and they have been sold one tool at a time to fix it. We know this because we have spent almost 20 years inside these operations, building the software that holds them together.

What follows is the story of how we got here, what we believe, and what SignificoAI actually does once it is switched on inside a company. Read it the way you would listen to someone who has sat through a great many customer conversations in a great many industries, because that is who is talking.

> OUR BELIEF
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> *Every feedback is significant. It is the line we have used for years, and this paper is our attempt to explain what it means in practice.*

01 The problem we kept walking into

Picture a customer who writes to a company on Instagram on a Sunday evening. On Monday she calls, because nobody answered. The person who picks up has no idea the Instagram message exists, because it sits with a social media agency. On Tuesday she sends an email, which lands in a helpdesk tool that neither the agency nor the phone team can see. By Wednesday she has told her story three times, and the company has three partial records of one unhappy customer.

None of the people in that chain did anything wrong. Each supplier delivered exactly what it was contracted to deliver. That is precisely the problem.

Most mid-sized companies we meet run customer support across five or more suppliers: an outsourced phone team, a chatbot vendor, a social media agency, a helpdesk tool and a telephony provider. Each one has its own contract, its own dashboard and its own definition of success. Context is lost every time a conversation crosses from one to another. Nothing is documented in one place. And when a customer leaves, there is no single person or partner who can honestly say the outcome was theirs.

> *The cost of fragmentation rarely shows up as a line in a budget. It shows up as a customer who stops trying, and a management team that cannot see why.*

02 Who we are, and how we earned this view

Significo was founded in Zagreb in 2007, and for almost 20 years we have done one thing: help companies talk to their customers. Over that time we have worked with insurers, telecom operators, energy companies and car dealers, among them Croatia osiguranje, Telemach, A1, INA, Porsche Inter Auto and Emil Frey. Each industry speaks to its customers differently. An insurance claim, a broken router, a fuel card and a service appointment for a new car are four very different conversations, and we have learned the rhythm, vocabulary and pressure points of each one.

That breadth is the real foundation of our product. Software for customer support is easy to demo and hard to get right, because the difficult part is not the interface. It is knowing which questions customers in a given industry actually ask, where their patience runs out, and which cases must never be left to automation. We have spent ten years developing our own platform in-house, and every module in it exists because a client in a real industry needed it.

Today we are a team of 83 people, and SignificoAI is the product all of that experience has led to. We did not arrive at AI because it became fashionable. We arrived at it because we already had the industry knowledge, the platform and the data discipline to make it useful, and because our clients kept asking us for one partner instead of five.

03 Our mission

> **MISSION**
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> *Significo connects companies and clients. Our mission is to make sure that every conversation a customer starts is heard, owned and finished, whatever channel it arrives on and whatever hour it is.*

We take each part of that sentence seriously. Heard means a reply in seconds, in the customer's own language, rather than an auto-responder promising a reply within forty-eight hours. Owned means that every interaction has a name, a priority and a status attached to it, so nothing falls between suppliers. Finished means the customer leaves with an answer, and the company leaves with a record it can learn from.

Behind the mission sit a few convictions that shape how we build and how we sell:

- **Technology should remove repetition, not responsibility.** AI is very good at answering the same question for the thousandth time. It should never be the reason a difficult case has nobody accountable for it.
- **Feedback is an asset.** Every complaint, question and compliment tells a company something about its product. Most of that signal is lost today because it is scattered. We want it captured, summarised and readable.
- **Clients should keep their choices.** How much is handled by AI and how much by people is a business decision, and it belongs to the client. Our job is to make either choice work well.

04 The Significo approach: SignificoAI

SignificoAI is our answer to fragmentation. It is one integrated product that replaces the patchwork of suppliers with a single platform, a single team and a single contract. It is also our only product, which means everything we know goes into it. Here is what it brings together.

Conversations, on every channel

- **AI agents that work around the clock.** They answer, qualify and resolve conversations 24 hours a day, 7 days a week, in more than 40 languages, using knowledge the client has approved.
- **Social messaging captured automatically.** Messages from Instagram, Facebook and WhatsApp flow straight into the platform instead of living in a separate inbox owned by an agency.

- **Email and web chat, read and summarised.** Incoming email and chat are ingested and summarised by AI, so an agent sees the point of a long thread before reading a single line of it.

One place where everything lands

- **Centralised ticketing, optionally under your brand.** Every interaction from every channel becomes a ticket in one system, which can be white-labelled so that it looks and feels like the client's own tool.
- **Operational modules beyond customer service.** Facility, Supply, HR, Project and Complaints modules let the same platform handle internal requests with the same discipline as customer ones.
- **Telephony statistics for AI voice agents.** Call volumes, handling and outcomes are measured in the same place as the rest of the operation.

Insight and judgement

- **Siggy, our AI assistant, and MCP connections.** Siggy and Model Context Protocol connections let managers ask questions of their customer data, spot recurring patterns and turn thousands of conversations into insight they can act on.
- **Human agents in the loop.** Trained human agents step in for the conversations that need empathy, negotiation or a decision, with the full history in front of them.

> *One platform, one team and one contract, from the first message to the last. Everything else in this paper follows from that.*

05 What changes operationally

The easiest way to explain the difference is to compare a typical week before and after SignificoAI goes live. Nothing on the right-hand side requires a company to change who it is. It only requires the conversations to stop living in separate places.

BEFORE	WITH SIGNIFICOAI
Five or more suppliers, each with its own contract and SLA	**One vendor, one contract and one SLA**
Records split across inboxes, agencies and call logs	**Every interaction documented with an AI summary, sentiment and next action**
Replies measured in hours, sometimes days	**Response time measured in seconds**

BEFORE	WITH SIGNIFICOAI
Customer history reconstructed from memory and screenshots	**Full transcript history attached to the customer record**
Nobody can say who owns the outcome	**Every interaction has an owner, a priority and a status**

For a management team, the most noticeable change is often not speed but visibility. When every conversation is summarised and tagged with sentiment, questions that used to take a week of exports and spreadsheets can be answered in an afternoon: what customers are complaining about this month, which location generates the most requests, and where a process is quietly failing.

06 AI-powered, human-delivered

Our tagline is not decoration. It describes how the work is actually divided.

AI agents provide the first response. They are fast, patient and consistent, and they handle the large share of conversations that follow a known path: a delivery status, an opening hour, a booking change, a document request. People handle the conversations that need judgement, such as a customer who is angry for a good reason, a request that sits outside policy, or a situation where the right answer is to make an exception.

The handover between the two is where most AI projects fail, and it is where we have put the most care. When a conversation moves from an AI agent to a person, it arrives with its summary, its sentiment and its suggested next step. The customer does not repeat themselves. The agent does not start from zero. Both work from a shared customer history and dashboards that the client's own team can see as well.

> **A NOTE ON EXPECTATIONS**
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> We are honest about one thing in every conversation with a prospective client: performance depends on your knowledge, your scope and the workflows you connect. An AI agent can only be as good as the information it is allowed to use. That is why we spend so much time on it before launch.

07 Implementation

We aim for a 30-day launch, subject to the agreed scope and integrations. Thirty days is enough to do it properly and short enough that the project does not lose momentum. The path has four stages.

- **Discovery.** We map the channels, volumes, systems and the questions customers actually ask, not the ones a process document says they ask.
- **Approved knowledge.** Together with the client we build the knowledge the AI agents are allowed to use, and nothing goes live that the client has not signed off.
- **Supervised testing.** AI agents handle real scenarios under the supervision of our team, and we adjust tone, accuracy and escalation rules until the results are consistent.
- **Team handover.** The client's team is trained on the platform, the dashboards and the escalation paths, so that launch day is a continuation rather than a surprise.

The balance between AI and human agents is the client's choice, and it can change over time. Some clients start with people handling most conversations and let AI take on more as trust grows. Others start with AI handling the first line from day one. Both are valid, and both run on the same platform.

08 About Significo

Significo d.o.o. is a Zagreb-based software company specialising in customer support. Since 2007 we have built our understanding of how customers and companies talk across insurance, telecommunications, energy and automotive, and turned it into our own ticketing and AI platform, developed in-house. We are trusted by companies such as INA, Porsche Inter Auto and Emil Frey, and our team of 83 people works every day at the point where a company meets its customers.

If there is one thing we would like a reader to take from this paper, it is this: the conversation a customer has with a company is a single thing, even when the company treats it as five. Our work is to make it single again.

> *Every feedback is significant.*

GET IN TOUCH

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