

SOLUTION DOSSIER

AI Chatbots

Website chatbots grounded in the client's own content through retrieval-augmented generation, covering more than 40 languages including Luxembourgish.

apporix.lu/solutions/ai-chatbots-luxembourg

What separates this from a chatbot plugin

- **Grounded in approved sources** — Answers are retrieved from the client's current knowledge base, website pages and FAQs using retrieval-augmented generation, and enriched with approved custom documents — PDF, Word, Excel, service sheets and internal knowledge files.
- **Refuses rather than invents** — When an answer is not reliable, the chatbot asks for more context or hands over to the team. It does not fabricate a response. For a business whose service information carries commercial or regulatory weight, this is the deciding property.
- **Handover with context** — Complex, sensitive or unclear chats escalate to the team with a clear summary, the conversation context and a recommended next step, so the visitor does not restart the conversation.
- **Multimodal input** — Text, images and voice messages, where the use case and privacy requirements allow.
- **Beyond the chat window** — The chatbot can create CRM leads, send email alerts, open tickets or trigger automation workflows when the next step should not stay inside the chat.
- **Compliance on conversational data** — GDPR and EU AI Act compliant handling with EU data residency, zero data retention where required, data minimisation and controlled logging.

What it produces for the business

Beyond answering, the chatbot qualifies demand: it collects needs, contact details and project context before the first call, and reports which questions, content gaps, objections and service requests appear most often. It is intended to reduce repetitive questions and gather context, not to replace human judgment.