

Case Study

**Powerful Chatbot
Powered by RAG AI**

About Suncoast

Suncoast Performance, founded in 1989 in Fort Walton Beach, Florida, is a family-owned company specializing in high-performance transmissions and torque converters. Known for quality and reliability, Suncoast designs products that enhance performance for both everyday and heavy-duty diesel trucks.

- Transmission assemblies, rebuild kits, and performance parts
- Diesel trucks from Ford, GM, and Dodge
- American-made materials, assembled in the USA

The Challenge



TECHNICIANS INTERRUPTED

Highly skilled techs were frequently pulled off their work to answer repetitive customer questions



CUSTOMER DELAYS

Many inquiries required callbacks or lengthy hold times, frustrating clients



SCATTERED INFORMATION

Answers lived across manuals, documents, and web pages – making them difficult to surface quickly



The Solution



RAG-Powered Search

Pulls answers directly from Suncoast's technical manuals, policies, and product documents.



Fallback Web Search

When internal documents don't have an answer, the chatbot leverages OpenAI's search to find reliable external sources – complete with source links.



Wide Coverage

Supports questions on technical data (fluids, torque specs, product compatibility) as well as business operations (orders, warranties, return policies).



Feedback Loop

Thumbs up/down ratings and free-text feedback let users flag accuracy, driving continuous tuning and improvement.



Seamless User Experience

Provides not just answers but links to original documents on Suncoast's website for added trust.



The Impact



FASTER ANSWERS

Customers now receive immediate responses to routine technical and business questions



TECH EFFICIENCY

Skilled technicians spend less time answering repetitive calls and more time on core work



CUSTOMER SATISFACTION

Fewer delays, hold times, and callbacks improve overall experience



TRUST AND TRANSPARENCY

Providing links to source documents ensures customers know exactly where the answer came from.

How Can RTS Help You?

Let's start the conversation and find out!

<https://rtslabs.com/contact>