

GONZALEZ CORTINA GLENDER Y CIA

Intelligent Automation with Microsoft Copilot Transforms Lead Management



Customer Name
**Endless Elements S.A.
de C.V**

Partner Name
**GONZALEZ CORTINA
GLENDER Y CIA**

Revenue/Contract Value
\$ 10000.00

Industry
Other - Unsegmented

Country
Mexico

Primary Solution Area
AI Business Solutions

Product Name
AI & Microsoft Copilot

Business Need/ Use
Case
**Artificial Intelligence,
Customer experience**

Customer Challenge

Endless Solutions, a leader in intelligent and sustainable energy, has built its reputation on enabling homes and businesses to reduce energy costs through tailored, technology-driven solutions. As demand for solar and sustainable energy soared, the company's commercial team faced a significant challenge managing the surge of incoming leads. Each day, they received a high volume of unqualified prospects, overwhelming the sales staff and creating operational bottlenecks—especially when passing leads to engineering for technical evaluation. The urgent need was clear: streamline and automate both the qualification of leads and the flow of information to empower teams to focus on high-value interactions and deliver a superior customer experience.

Solution

To address these challenges, Endless Solutions partnered with GCG to deploy an AI-powered chatbot solution anchored by Microsoft Copilot. This innovative technology fundamentally reimaged the company's commercial workflow. The chatbot was engineered to analyze prospects' electricity bills, interpret actual consumption data, and generate personalized cost estimates—all in real time without requiring manual intervention. The AI automated the initial qualification process, capturing key technical information and ensuring leads progressing to the sales team were relevant and well-prepared for focused negotiations. Beyond lead qualification, Microsoft Copilot integrated seamlessly with the company's existing administrative tools, centralizing disparate data and enabling AI-driven scheduling for maintenance and follow-up activities.

Impact

The results of implementing intelligent automation with Microsoft Copilot and GCG's partnership were transformative. Lead quality improved dramatically: prospects now reached the commercial team with accurately analyzed consumption data, elevating the relevance and productivity of every engagement. With better-qualified prospects, conversion rates increased as sales focused their energy on real opportunities. Team morale and motivation rose significantly, as repetitive data-gathering and initial filtering tasks were automated, freeing people to invest more time in advising and building customer relationships.