

Case study

A Brisbane MSP deflects 60% of support calls with an AI agent

Years of ticket history, rewritten in plain language and put behind an AI agent that users ask first.

Client

18 person MSP, Brisbane

Platform

Copilot Studio

Result

60% of calls deflected

60% of inbound support calls
deflected before they reach the
desk

Client

18 person MSP, Brisbane

Challenge

Non technical users raising a high volume of support tickets

Solution

A plain language knowledge base built from historic tickets, powering an AI agent

Tools

Copilot Studio, Claude Opus 5.5

The situation

The MSP's end users had low technical skills. Small problems they could have fixed themselves became tickets, and those tickets took the same desk time as real faults. The desk was busy, and much of that work was repeat work.

The fixes already existed. They were buried in years of ticket history, written in technician language that no end user could follow.

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What we built

We turned that ticket history into something users can use:



01

Analyse

AI worked through the MSP's historic tickets and grouped the problems that come up again and again.

02

Extract

For each common problem, it pulled out the fix that worked.

03

Translate

Each fix was rewritten in plain language, step by step, for a non technical user.

04

Deploy

The finished knowledge base powers an AI agent built in Copilot Studio. Users ask the agent first, in their own words.

Copilot Studio

Claude Opus 5.5

When the agent cannot solve a problem, the user still reaches the desk as normal.

The result

60%

of inbound support calls
deflected

4

steps from ticket history to a
live agent

1

plain language knowledge
base, built from the MSP's own
fixes

The agent deflects 60% of inbound support calls before they reach the desk. Users get answers straight away, and the desk spends its time on the problems that need a technician.

Why it worked

The MSP did not need new knowledge. It needed its existing knowledge in words its users understand. AI did the translation at a scale no person would have time for.

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Drowning in repeat tickets?

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Written and directed by a human. Polish and fluff added by Claude Opus 5.5.

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