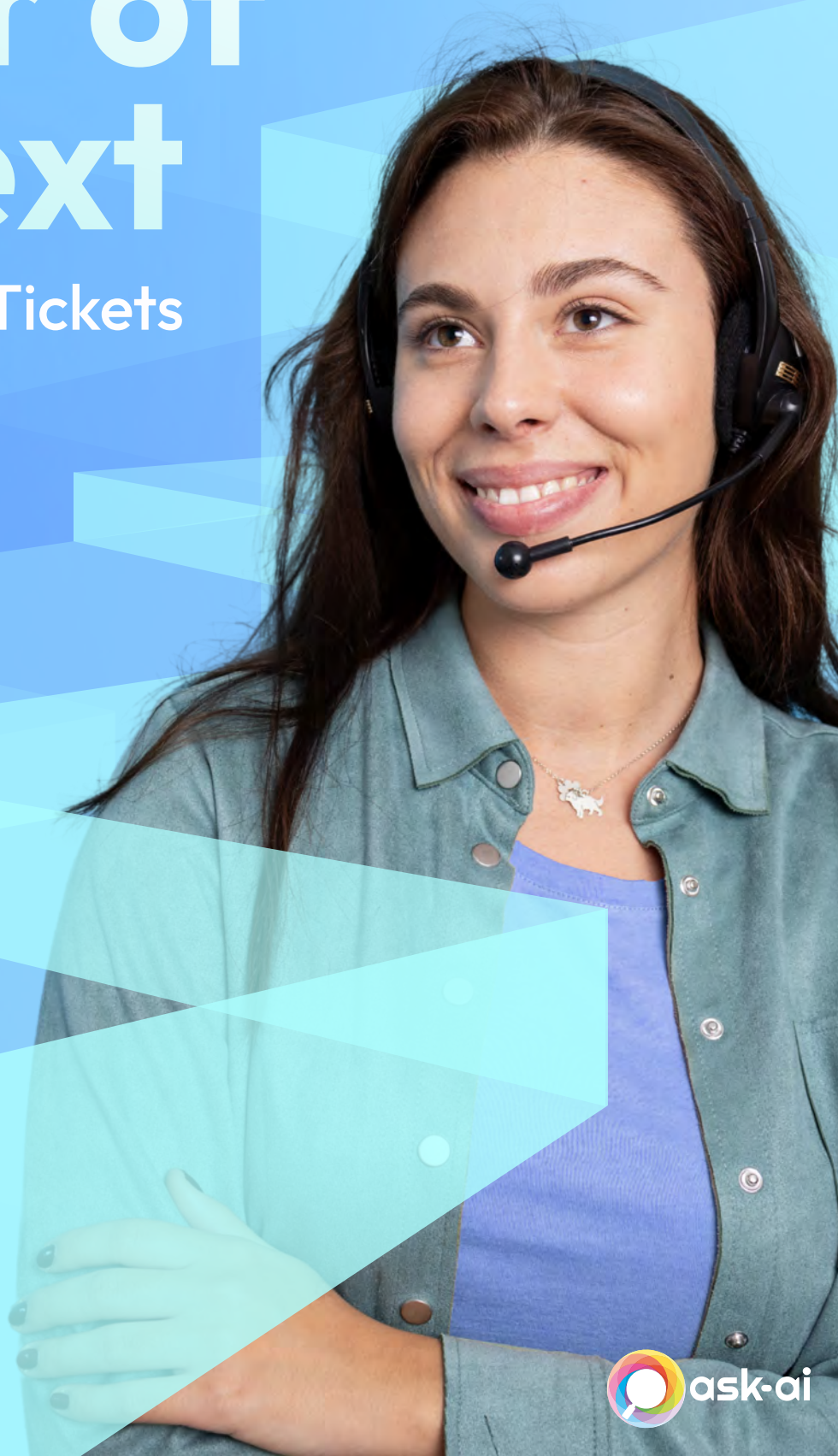


The Power of Context

Turning Support Tickets
into Strategy



A note from our CEO

I've spent the last few years watching companies throw money at AI solutions, only to get frustrated when they don't deliver real ROI.

The problem isn't the technology. It's that most AI implementations completely miss the context that makes your business unique.

The gap between impressive AI demos and AI that transforms the way your business operates is the context layer. Your AI platform needs to understand not just what you're asking, but who is asking, why they're asking, and how the question and answer fits into your specific business goals and workflows.

As many as 95% of generative AI implementations fail. I see it over and over: companies start with hyped "out-of-the-box" tools, get mediocre results, and assume AI just isn't ready yet.

The issue isn't readiness—it's context.

The companies that build proper context layers and crack this code unlock a whole different world of AI value, from proactive alerts that prevent churn to intelligent account scoring to a holistic, real-time view of every customer.

The future of AI isn't about bigger models or flashier demos. It's about who can build effective context layers to take generative AI's power and make it relevant and valuable to their enterprise.

The companies who do so won't just redefine efficiency, they'll change the very way industries compete.



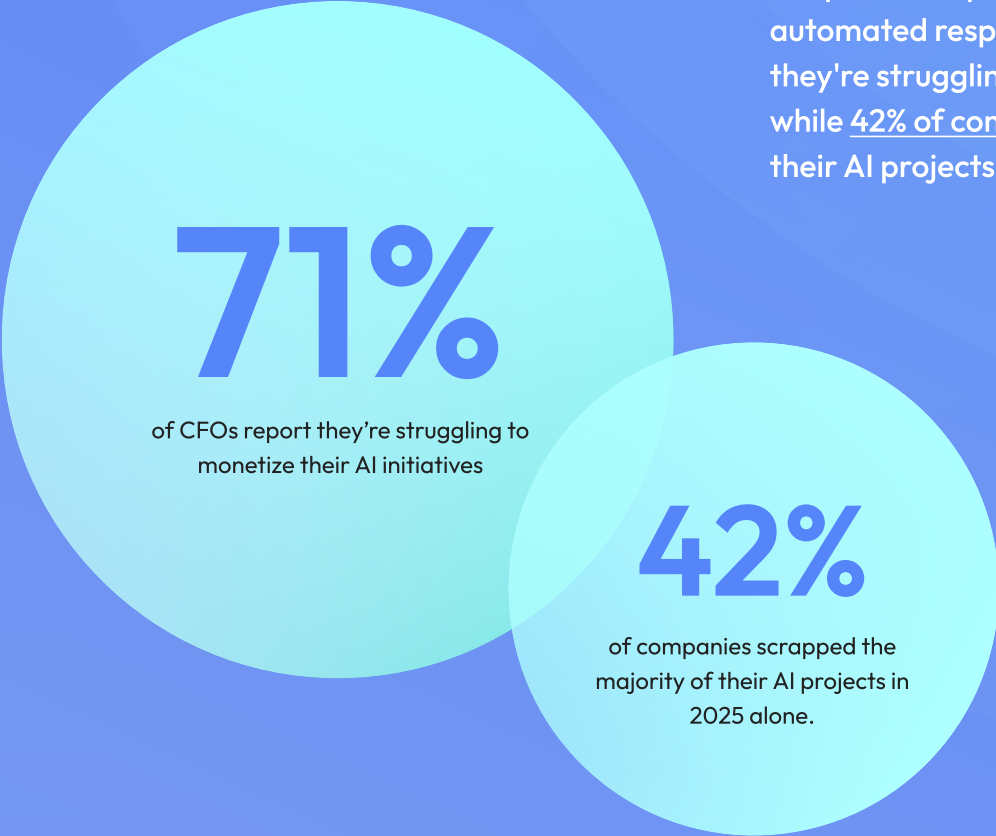
Alon Talmor
CEO of Ask-AI



The surprising truth

Here's a surprising truth: AI initiatives in customer support are often unsuccessful.

Despite widespread adoption of AI chatbots and automated response systems, 71% of CFOs report they're struggling to monetize their AI initiatives, while 42% of companies scrapped the majority of their AI projects in 2025 alone.



71%

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42%

of companies scrapped the majority of their AI projects in 2025 alone.

For support leaders managing complex products with deep technical requirements and emotionally charged customer issues, the results have been particularly disappointing.

But the problem isn't the AI model itself. There are plenty of customer support use cases where AI can help.

The big problem is what the AI doesn't usually have: context.

Without context, even the most sophisticated AI will give plausible but wrong answers, miss critical details from past interactions, and force customers to repeat themselves.

For complex support operations, this fundamental limitation transforms AI from a solution into another source of customer friction.

The impact of context in customer service

Great support reps instinctively bring context to every customer interaction:

They know your product inside and out, so they can solve the root cause of an issue and suggest meaningful solutions and workarounds.

They recognize repeat customers and their unique situations, allowing them to build a relationship with them on an individual basis.

They quickly spot emerging patterns and potential risks, making them able to respond to incidents within the first few interactions about an issue or a new bug.

If a process is missing, they're likely to check in with their teammates to see what's working for them, rather than guess at one.



This contextual intelligence is what separates an exceptional support experience from basic ticket resolution.

And AI, by default, knows none of it.

Out of the box, AI operates in a vacuum, treating each customer interaction as an isolated event.

Without understanding who the customer is, what they've experienced before, or how their issue fits into a broader pattern, AI is an expensive guessing machine.

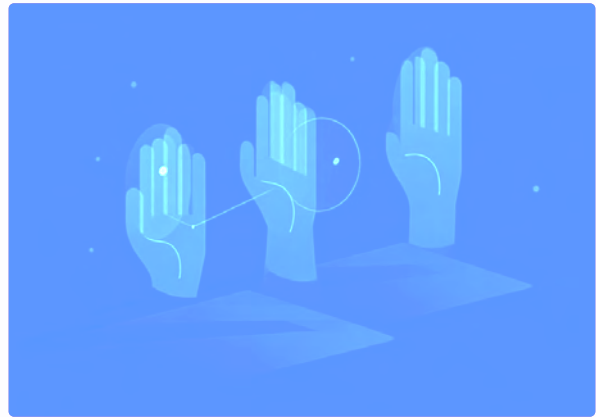
When you're working in a complex support environment, guesswork isn't sufficient.

Here's an example

Imagine a SaaS company supporting enterprise clients with multi-year contracts and complex technical implementations. When a customer submits a ticket about your API response times, a context-aware rep knows immediately:



This customer had a similar issue six months ago that required escalation to engineering. They're currently evaluating renewal options.



Three other enterprise clients have reported similar API issues this week.

The context totally transforms how they respond to the situation.

To be clear, training your support team to notice and react to this level of context in every interaction isn't easy. But given the right tools (to make this information accessible) and training (to enable your reps to respond appropriately), you're able to build a support organization that's able to reliably handle complex situations well.

Where AI struggles

The current generation of AI customer support tools are brilliant at handling straightforward, repetitive queries.

That's why automation rates in certain industries—like e-commerce—are extremely high. Most customer questions in these industries are transactional, like:

Where's my order?

What's your return policy?

Do you ship to Canada?

These interactions follow predictable patterns with clear, simple answers.

This success with high-volume, low-complexity interactions creates a false sense of security for teams managing more complex products. And these false expectations can set you up for failure.

More complex support operations—the ones that are common in enterprise SaaS, fintech, technical B2B services and so on—face challenges that expose AI's fundamental limitations.

Traditional AI implementations fail because they lack these three critical elements:

Historical context

AI can't see the full customer journey. It doesn't know that the frustrated customer submitting their third ticket this month is actually a high-value enterprise client whose contract is up for renewal in 60 days.

Product intelligence

Without a deep understanding of your specific product architecture and integrations, AI often creates generic responses that miss the technical nuances that matter to your customers. Even worse, it may completely hallucinate and provide details that aren't true at all.

Business logic

AI doesn't understand your internal escalation paths or the subtle signals that indicate when a technical issue might be part of a broader systemic problem. It might succeed at routing these to your team but it will rarely identify a recurring problem, forcing teams to stay reactive rather than getting ahead of issues that could affect customer satisfaction or retention.

Case study



For companies that have implemented context-aware AI, the impact is measurable. Take for example, monday.com.

13.5%

reduction in ticket handling time for active Ask-AI users, compared to 1.4% for non-active users.

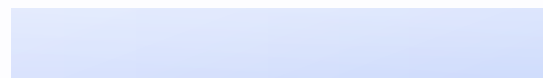
Baseline



Non-active users



Active users

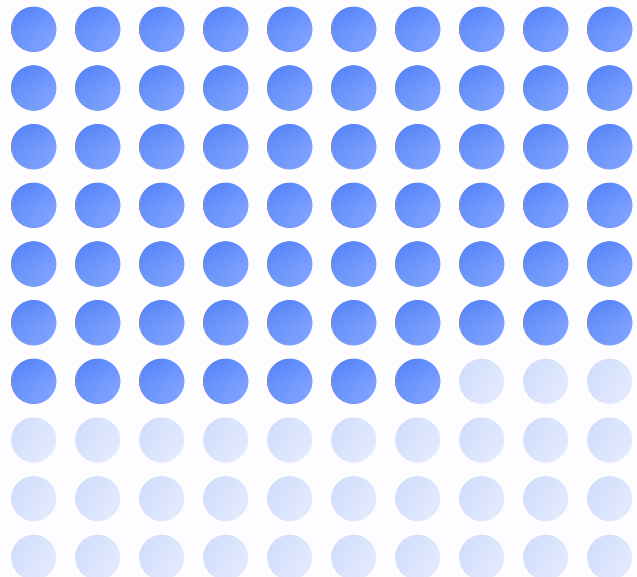


Reduction in ticket handling time (%)

Internal Slack queries decreased by:

32.7%

Freeing reps to focus on customer-facing work.



Reduction in internal Slack queries (%)

Adding a context layer to AI

Adding context isn't just "adding more data" to your AI system (although more data does help)!

It only works if it creates understanding as well.

A properly designed context layer

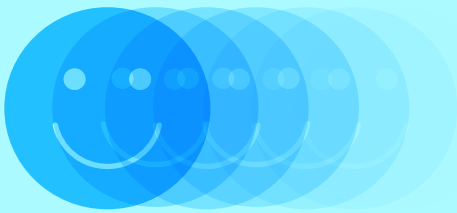
pulls together everything your AI needs to work effectively:



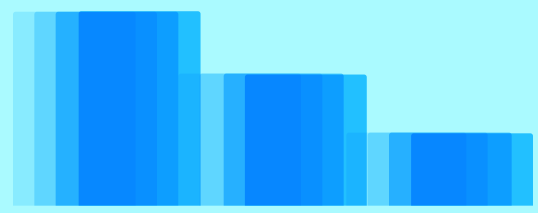
Comprehensive ticket histories



Integrated customer data from your CRM



Real-time sentiment signals from conversations



Business logic and rules from your internal tools

Simply dumping this information into your AI might slightly increase its effectiveness.

But if you take the time to properly structure and pre-process the data, the AI can extract relevant information precisely when it needs it.

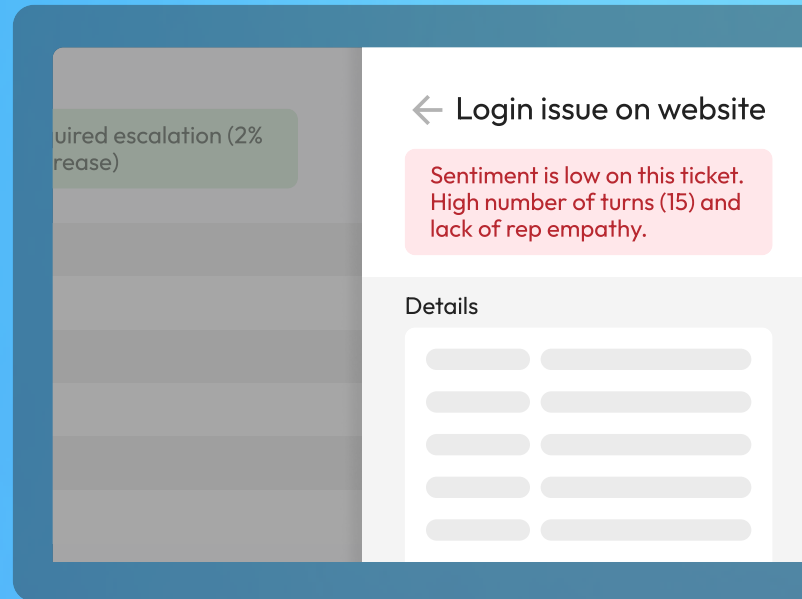
This is the real unlock—the step that takes an AI from a nice concept to a truly valuable business tool.

Think of it as the difference between sending someone into a library to find a book with no organization system, versus giving them the specific Dewey Decimal System number that tells them exactly where to look.

Pre-processing: A brief for your AI

Before any experienced support rep touches a ticket, they quickly skim the conversation, review the customer's history, and check relevant tags and categorizations.

Pre-processing does this automatically for AI, creating what amounts to an intelligent briefing document for every interaction. Ask AI performs this pre-processing by:



Summarizing complex threads

Converting lengthy back-and-forth conversations into clear, actionable summaries that highlight the core issue and previous resolution attempts.

Flagging sentiment and intent

Analyzing tone, urgency, and emotional context to help prioritize responses and escalation decisions.

Tagging issues and categories

Automatically categorizing tickets by product area, issue type, and complexity level to route them appropriately.

Extracting structured metadata

Pulling key details like customer tier, contract value, and technical specifications that inform response strategy.



The result is AI that can search, analyze, and act with clarity instead of sifting through raw, unstructured information.

From reactive support to proactive strategy

When AI has proper context, it can be far more strategic.

Rather than simply responding to tickets as they arrive, context-enabled AI enables support teams to identify patterns, predict issues, and take proactive action.

The next three pages show the ways context-powered AI turns your support team into a revenue driver.

1

Risk & opportunity identification

What it does: Context-aware AI continuously monitors support interactions for early warning signals that human reps might miss, then triggers specific actions based on what it finds.

What this might look like in practice: Take a project management SaaS like Asana or monday.com. When AI detects tickets with phrases like "seeing low adoption" or "considering alternatives," it can automatically:

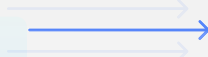
- Create a task for the customer success team to schedule a usage review call.
- Pull the customer's actual feature adoption data to identify unused capabilities.
- Suggests specific onboarding resources based on the customer's industry and team size.

A simple way to start: Identify 5-10 keywords that indicate business risk in your industry. Set up automated alerts when these appear in tickets, but more importantly, define what action each alert should trigger across your organization. AI can do this more intelligently, but experimenting with these workflows and embedding them in your business will give you a huge headstart.

Set up triggers that tell the AI to create a task for the customer success team.

Low adoption

Considering alternatives



Usage review call

AI pulls data on client's feature adoption

AI suggests specific onboarding resources

2

Complete customer visibility

What it does: AI creates a unified customer view that instantly shows support reps (or any other role) everything they need to know about a customer's relationship with your company.

What this might look like in practice: When a customer at a SaaS company like HubSpot submits what appears to be a simple "How do I export data?" ticket, context-aware AI immediately surfaces:

- Their contract renewal date (in 60 days).
- Recent mentions of competitors in sales calls.
- Declining feature usage over the past quarter.
- Previous escalations about data integration issues.

Now your support rep or a CSM can do a lot more than simply answering the export question (which is still important!). They could use this as an opportunity to connect with that customer.

A simple way to start: Audit what customer data your support team currently can't see during ticket interactions. Start by connecting your support platform to your CRM so reps can see contract values, renewal dates, and recent sales activity.

Support interactions are enhanced with valuable customer insights.

How do I export data?

I see you're looking to export data—I'd love to show you our new integration features that might eliminate the need for manual exports. Would a 15-minute call work this week?

3

Conversational insights & analytics

What it does: AI analyzes thousands of support interactions to identify macro trends that inform business strategy.

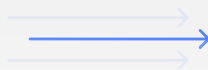
What this might look like in practice: A SaaS company like Slack might discover through AI analysis that 35% of enterprise customer tickets mention "security concerns" in the past quarter—but these aren't technical security tickets. They're feature requests related to compliance and audit trails.

This data can really inform product roadmap decisions and sales messaging.

A simple way to start: Pick one business metric you want to improve (retention, expansion revenue, time-to-value) and analyze your support tickets from the past quarter to identify patterns related to that. Look for common phrases, feature requests, or complaint types that correlate with that metric.

Through AI analysis, support interactions become product improvements.

Security concerns



Compliance & audit trail enhancements

Making it actionable

The key to transforming these insights into revenue impact is connecting support intelligence to business processes for:



Churn prevention

Set up automated workflows that create customer success tasks when AI detects risk signals.



Expansion revenue

Train support reps with the help of an AI assistant to see upsell opportunities and have clear handoff processes to sales teams.



Product development

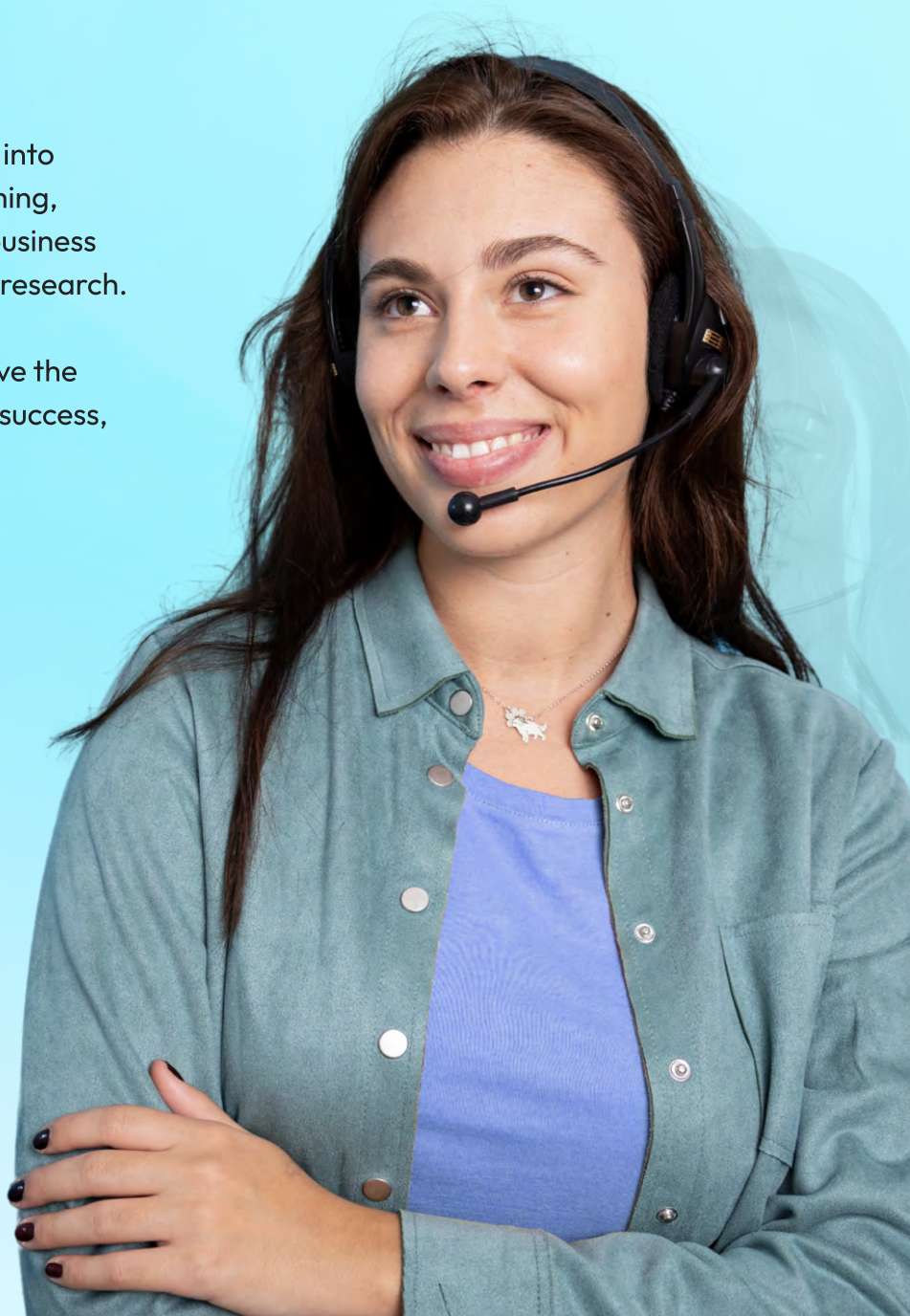
Create monthly reports that surface the most common feature requests and pain points from support conversations.

Context-powered AI can amplify the strategic impact of all customer-facing teams.

Your best support reps already excel at reading between the lines and understanding customer needs.

AI can ensure they have complete visibility into every data point that matters: contract timing, usage patterns, competitive threats, and business context that would take hours to manually research.

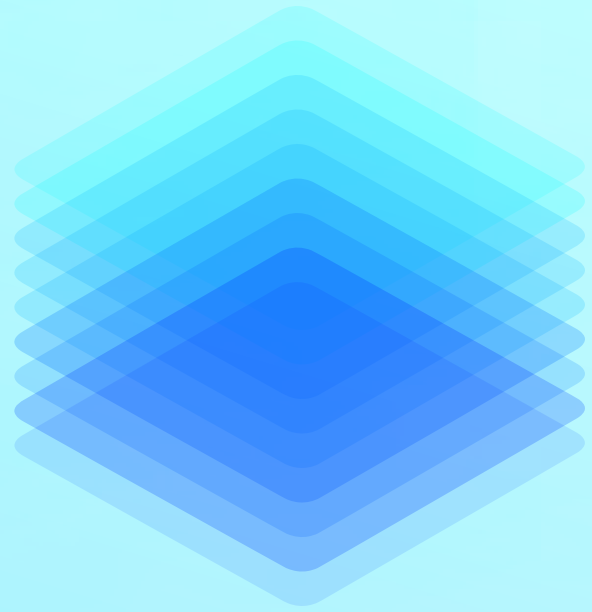
The result is customer interactions that have the strategic intelligence of a combined sales, success, and product organization.



The competitive advantage of contextual AI

The difference between AI that disappoints and AI that transforms your organization comes down to the strength of your context layer.

Companies implementing context-powered AI support systems report dramatically different outcomes than those using traditional chatbot approaches:



Faster resolution

Reps spend less time hunting for information and more time solving problems.

Strategic business intelligence

Every support interaction becomes a source of product insights.

Relationship management

Support teams can identify at-risk accounts and expansion opportunities before they become obvious. Rather than waiting for customers to escalate or churn, your team can act on early signals that context layers make visible.

Better customer experience

Customers stop repeating themselves and get answers that actually fit their situation. Context-aware responses feel personalized rather than generic, building trust and reducing frustration.

Implementing context-aware AI

Your support team doesn't need another generic AI assistant. Odds are you have 12 different tools that already include some version of an AI assistant or copilot. Some of those may be helpful, but they're isolated from one another and they each lack context.

What your support team really needs is intelligent automation that understands your specific business, your customers, and your challenges.



Context-aware AI creates a sustainable advantage for your business:



Your team gains complete customer visibility and can tie that into every interaction.



Every interaction becomes strategically valuable for both sides.



Support evolves into a revenue generating part of the business.

AI that comprehends your unique operations, customer needs, and business dynamics is far more impactful than a generic AI solution.



Want to learn more about how
context can turn your support org
into a revenue engine?



Book a demo of Ask-AI