



Improving 70% Moderation Efficiency With AI-Powered Community Management | Ettiq

THE CUSTOMER

The customer is a semiconductor and hardware company based in San Jose, California, that operates at an enterprise scale and builds highly flexible hardware chips that power advanced technologies, including AI-driven systems. Its community comprises highly technical users who depend on accurate, context-rich information for effective knowledge exchange.

THE CONTEXT

The community experienced a growing volume of technical discussions, many of which remained unanswered due to the scale and complexity of queries. At the same time, moderators relied heavily on manual review processes, increasing workload and slowing overall discussion management.

This was further compounded by the absence of custom tagging and filtering mechanisms, which limited internal workflows and made it difficult to organize and manage discussions effectively. As a result, delivering highly accurate, product-specific responses at scale became a challenge.

HIGHLIGHTS



50% Reduction in Unanswered Posts



70% Faster Moderation Workflows



68% Queries Auto-Resolved with High-Accuracy AI



80% Improvement in Community Responsiveness

THE OBJECTIVES

The customer aimed to build a scalable and intelligent community ecosystem that reduces unanswered queries, streamlines moderation, and delivers accurate, context-aware responses. The focus was on enabling automation without compromising precision while improving responsiveness and operational efficiency.

THE SOLUTION

We implemented EttiQ, our AI-powered community management solution, with a customized AI layer designed to align with the existing ecosystem. The solution combined intelligent moderation with context-aware response generation, ensuring both efficiency and accuracy in handling technical discussions. Here's how it helped:



AI-Powered Moderation

Automated filtering of spam and irrelevant content significantly reduced manual workload, enabling moderators to focus on high-value interactions.



AI Auto-Answer Engine

Enabled context-aware answer generation using RAG by leveraging product documentation, technical discussions, and the knowledge base.



Confidence-Based Response Publishing

Responses with high confidence were automatically published, while lower confidence outputs were routed for moderator review. This ensured speed without compromising accuracy.



Custom Prompt Engineering

Prompts were tailored to handle product-specific and version-based queries, minimizing generic outputs and ensuring precise, context-driven responses.

THE OUTCOME

With the implementation of EttiQ's AI-powered moderation, the company transformed its community into a more responsive and efficient support channel for technical queries. Unanswered posts decreased by 50%, while moderation workflows became significantly faster, reducing the burden on internal teams. This balance of automation and human oversight improved response quality, enhanced user experience, and strengthened trust within the technical community.

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