

How Roo Reduced Its Ticket Volume by 50% With Maven AGI

6/12/25

50%

reduction in ticket volume

80%

of inquiries are answered autonomously via chat



Tara Clark
SENIOR CLIENT SUPPORT MANAGER

“Maven makes it easy to meet our customers where they are as we grow.”

INTRODUCTION

The leading veterinary relief platform now provides more answers while reclaiming time for mission-critical work with Maven’s round-the-clock, self-serve chat solution.



About

Roo is the industry-leading veterinary relief management platform connecting **Veterinarians** and **Veterinary Technicians** with **animal hospitals** for freelance relief work and hiring opportunities. Roo empowers the largest network of veterinary professionals to earn more on their schedules while helping hospitals care for more pets in their communities. So far, they’ve provided over 2 million hours of relief coverage, helping veterinarians earn over \$200 million.

Challenge

Maintaining Top-Tier Support Amid Explosive Customer Growth

As Roo entered a period of hypergrowth, its network of hospitals, vets, and vet techs expanded rapidly. But with this growth came a proportionate surge in support tickets, sometimes up to 1,000+ per week across phone, email, and in-app chat.

Senior Client Support Manager [Tara Clark](#) knew leveling up the self-serve arm of Roo’s support function would help her team manage this volume without sacrificing their high-quality standards. By giving customers a way to answer straightforward questions on their own, the team would have more time to handle the complex customer issues that required research and deep context.

Tara didn’t have to think twice about what kind of self-serve solution she wanted. “AI is a major pillar of our business,” she notes. “It was only a matter of time before we onboarded an AI agent solution to help us deliver 24/7 customer support.”

With her team and customers’ pain points top of mind, she made an ambitious wishlist. Her aspirational platform would:

- **Answer questions on demand** via in-app chat
- **Adapt to Roo’s brand voice** and approved language
- **Offer bespoke services**, including a guided implementation

Tara vetted three solutions in the competitive AI support space. The first platform relied on an outdated, logic-based approach to chatbot prompting, while the second couldn’t deliver the premium services she was looking for.

[Maven AGI](#) perfectly matched her criteria and could grow with Roo’s business.

Solution

Automating Support Tasks With Intelligent Chat and Research Agents

With Maven’s Zendesk and help center [integrations](#), Roo’s team dove into implementing a new chat agent to work in their stead.

Tara says Maven’s hands-on support made the whole onboarding process a snap. Between teaching her team to create effective prompts and helping them optimize their documentation for the best answers, Maven provided everything they needed to get their new support system up and running.

Today, the team has successfully deployed [Agent Maven™](#) across Roo’s help center and in-app chat. Customers can now head to the company’s [knowledge base search](#) for immediate, curated answers to general questions, or the in-app chat agent for more involved (and equally fast) responses.

Thanks to rigorous prompting by Roo’s reps, Agent Maven™ quickly learned how to give quality replies to countless questions, ranging from password resets to billing and payments. And since Maven can draw from multiple sources at once, its answers are quicker and more comprehensive than customers could find independently. Most inquiries are resolved with minimal back-and-forth. On the rare occasion that Agent Maven™ doesn’t know the answer? It simply hands things over to a human agent.

Tara and her team are also constantly impressed by Maven’s ability to mimic Roo’s brand voice. From its friendly tone to its emoji use, Agent Maven™ only uses approved language and terminology, making it the perfect extension of her team.

But the benefits don’t end with Roo’s self-serve overhaul. The team also leans on Copilot, Maven’s behind-the-scenes agent, for on-call research assistance as they work through Roo’s email and phone queues. Copilot can instantly break down any product question, empowering even new team members to flex their expertise. It generates fully formed responses that reps can either plug and play or edit before sending.

With Copilot’s research chops and Agent Maven™’s chat capabilities, Roo’s support queue is significantly more manageable, allowing more time for complex cases requiring a human touch.

“Maven’s ability to give our customers highly curated answers 24/7 is absolutely huge for us. Now, they get better, faster support, and our team has time back for high-touch tickets.”

— Tara

Results

Comprehensive Self-Serve Options, Substantial Time Savings, and 80% of Inquiries Answered Autonomously

Maven hits every mark on Tara’s list and then some. With its agentic (and human) team at their side, Roo’s reps optimized their self-serve resources, reduced their ticket queue, and made premium support available for hospitals and vets alike, 24/7.

The results speak for themselves:

- 50% reduction in ticket volume
- 80% of inquiries are answered autonomously via chat

What’s next for Roo? The team intends to add advanced APIs by expanding Agent Maven™’s capabilities even further. With more data flowing into the platform, Roo’s reps can entrust it with user-specific support tasks, like helping vets and techs cancel or adjust their shifts. Put simply, Maven is all set to scale with Roo’s business

“I can confidently say that Maven is best-in-class. And I have no doubt that they’ll continue to show up for us as we start using Maven to power more sophisticated workflows.”

— Zack