

# Regal Rexnord Migrated Chatbot from Kore.ai to Copilot Studio in just **3 Weeks** with Acuvate's Optimum, Elevating Customer Experience



## OUTCOMES



### 83.78% Customer Satisfaction Achieved

The newly deployed RRXy chatbot delivered an intuitive, Generative AI-powered experience, exchanging **over 5,296 messages** in a single week—substantially enhancing Regal Rexnord’s customer satisfaction and digital engagement.



### Migration Completed in 3 Weeks

Regal Rexnord successfully migrated the RRXy chatbot from the Kore.ai platform to the Copilot Studio platform using Acuvate’s Optimum accelerator in just 3 weeks.



### 2X Faster Migration Execution

Regal Rexnord was able to complete migrating the chatbot from the Kore.ai platform twice as fast as traditional methods—speeding up time-to-market and value realization by leveraging **Acuvate’s Optimum accelerator** and **Copilot Studio’s built-in capabilities**.



### 12+ Actionable Business KPIs Tracked

Integrated telemetry and analytics dashboards captured key insights of Regal Rexnord’s customers—such as top intents, drop-off points, and customer behaviour—allowing for continuous journey optimization and data-driven decisions.



### Cost Optimization

By reducing the number of support escalations and automating document search/product discovery flows (**accounting for ~50% of customer interactions**), the RRXy chatbot helped minimize support costs and improve team productivity.



### Majority Query Resolution via Self-Service

Smarter flows and enhanced intent recognition enabled Regal Rexnord’s customers to resolve most queries independently, reducing reliance on live agents and lowering operational overhead.



### Future-Ready Copilot Foundation Established

The Copilot Studio platform for Regal Rexnord enabled seamless integration of upcoming innovations such as adaptive cards, multilingual capabilities, and CRM sync (that was earlier missing in Kore.ai)—positioning for scalable digital transformation.

## CLIENT BIO

With over a century of legacy, Regal Rexnord is a global leader in engineering and manufacturing power transmission components, automation solutions, and industrial systems. Headquartered in Milwaukee, Wisconsin, the company operates across more than 30 countries with a workforce of over 36,000 professionals and an annual revenue exceeding \$6 billion. Serving sectors such as energy, manufacturing, food & beverage, and heavy machinery, Regal Rexnord excels in managing complex supply chains. It reflects a commitment to innovation and is embracing digital transformation—by leveraging Generative AI and intelligent automation to drive efficiency and elevate customer experiences.

## SITUATION

Despite having a well-established digital interface, the Regal Rexnord's existing customer-facing chatbot built on Kore.ai struggled to keep up with evolving customer expectations. As Regal Rexnord's vision initiated by **Chief Digital & Information Officer (CDIO), Tim Dickson**, shifted towards delivering more intelligent and contextual customer interactions, the limitations of their current platform of Kore.ai became increasingly evident. Here are the key challenges they encountered:

### Limited Generative AI Capabilities

The existing chatbot built on Kore.ai lacked robust Generative AI integration, restricting its ability to deliver intelligent, personalized conversations that could adapt to evolving customer needs and Regal Rexnord's business goals.

### Inadequate Analytics & KPIs

The existing Kore.ai platform did not support the level of tracking and analytics required to gain insights into customer behaviour, intent, and satisfaction. Business stakeholders were unable to make data-driven enhancements to the chatbot.

### Scalability & Customization Constraints

The chatbot infrastructure couldn't support complex workflows, persona-based responses, or secure, authenticated interactions—essential for expanding its enterprise use.

### Customer Experience Challenges

Customers of Regal Rexnord frequently faced navigation issues, slower resolutions, and a reliance on human support. This impacted customer satisfaction and drove up operational costs.

These challenges prompted Regal Rexnord to seek a flexible, AI-powered platform that could not only resolve current gaps but also support scalable innovation.





## IMPACT

With their outdated chatbot infrastructure, and without intelligent, scalable support, Regal Rexnord struggled to meet rising customer expectations for fast, accurate, and personalized service. This lack of agility directly impacted customer satisfaction and affected their goal to scale digital support across global markets. Regal Rexnord risked falling behind in their digital transformation journey that was envisioned by CDIO Tim Dickson.

The absence of advanced analytics made it difficult to track performance or improve conversational experiences, while the reliance on manual support channels placed additional strain on operational resources. As service requests increased, so did the cost-to-serve—making it harder to maintain efficiency while delivering consistent customer experiences. The business was at risk of losing its competitive edge in customer engagement without a modernized, AI-powered solution in place.



“Congratulations and thank you to the entire combined team for this huge accomplishment to migrate our industry-best-in-class RRXy Chatbot to Microsoft CoPilot Studio. RRXy is now live and working extremely well.

There are many people to thank for all of their hard work and efforts with this overall initiative. RRXy was migrated from Kore.ai to CoPilot Studio in a relatively short period of time.

This was a phenomenal **global collaboration between Microsoft, Acuvate and Regal Rexnord.**”

### Tim Dickson

Chief Digital & Information  
Officer at Regal Rexnord



## RESOLUTION

To address the growing limitations of its existing chatbot platform, Regal Rexnord partnered with Acuvate and Microsoft to migrate their customer-facing chatbot, **RRXy**, from Kore.ai to **Microsoft Copilot Studio**. This strategic move aimed to harness the power of Copilot Studio’s native **Generative AI capabilities**, tighter Microsoft ecosystem integration, and advanced customer analytics.

At the heart of this transformation was Acuvate’s proprietary migration accelerator, **Optimum**—a tool that enabled the team to execute a high-quality migration **2X faster transition** and helped maintain delivery timelines, completing migration in 3 weeks despite additional custom KPIs being introduced mid-way.

The project was executed in a phased approach, starting with a **“lift-and-shift” migration**, followed by the enrichment of flows using Copilot Studio’s rich capabilities. All conversational experiences were mapped, re-designed and approved through detailed AS-IS & TO-BE CUX flows before being implemented.

# Acuvate's Step-by-Step Approach

## Conversational Flow Re-Design

Re-designed customer journeys—Welcome Flow, Get Support, Search Documentation, and Product Discovery—using Copilot Studio's guided prompts and contextual memory to enhance usability and engagement.

## Smart Handoffs & Personalized Self-Service

Integrated the bot with **HappyFox** for smooth live-agent transitions and built login-based, condition-driven self-service flows to boost efficiency.

## Accelerated Migration with Optimum

Our internal accelerator, **Optimum**, automated large portions of the migration, reducing manual effort and ensuring high fidelity in transitioning flows from Kore.ai to Copilot Studio.

## Deep KPI Enablement

Developed over **12+ custom KPIs** to monitor engagement trends, customer satisfaction, intent mapping, and persona selection—empowering the Regal Rexnord's business with actionable insights.

## Future-Ready Governance & Scalability

Enabled secure authentication, modular bot design, and a scalable foundation to support multi-region rollouts and evolving enterprise needs.

With deep Copilot Studio expertise and a client-first approach, Acuvate delivered this migration within 3 weeks—a transformative chatbot experience aligned with Regal Rexnord's Generative AI vision.

## CALL TO ACTION

Ready to unlock chatbot migrations in just 3 weeks and enhance your customer satisfaction?

TALK TO OUR ACUVATE EXPERTS TODAY!

## ABOUT ACUVATE

With over 19+ years of experience in digital solutions, accelerating enterprise-wide digital transformation with our AI accelerators, we provide solutions and services that modernize, automate and support organizations. We help our customers transform their conventional processes to match the next-generation technological trend. We have a strong presence in the US, Europe, and the Middle East, where we serve multiple Fortune 500 companies. We specialize in New-age AI solutions, Migration & Modernization, and Digital Workplace Solutions. With our multi-skilled experts and packaged AI accelerators, we deliver unparalleled efficiencies and accelerate time-to-value for our customers.