

Panasonic Instantly Improves Conversions & Support with AI Agents

From 2,000+ product pages to instant answers – live in weeks, delivering a 12% conversion lift

Panasonic Connect, a global leader in rugged mobile devices, projectors, broadcast equipment and smart factory solutions, set out to modernize the customer journey. By replacing legacy chat tools and scattered support systems with Commbox's AI customer engagement platform, the team instantly automated service interactions, lifted online conversions, and set the stage for a full conversational web experience with CommSite.



28,000+
Employees Globally

85%
Automation Rate

5 languages
Supported by AI agents

+12%
Conversion Lift in 1 month

Challenges

Service Team:

The Toughbook Service team faced growing demand to meet rising customer expectations for digital support. However, their previous chatbot solution fell short—it lacked integration with back-end systems and did not offer advanced AI capabilities. As a result, support agents were burdened with high volumes of repetitive, routine inquiries that could not be automated.

Commercial Team:

Panasonic Connect needed to support customers and prospective clients throughout their online journey. As the product catalog grew, visitors struggled to find accurate comparisons or receive tailored recommendations without smart assistance – resulting in drop-offs and missed revenue opportunities.

Solution

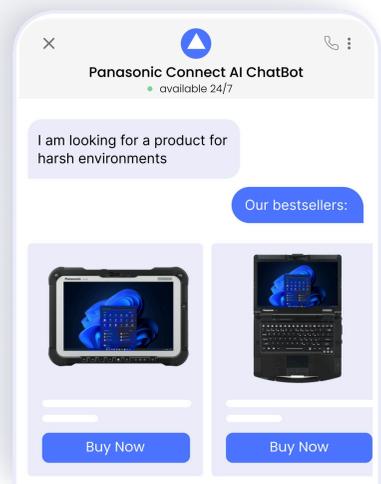
Commbox powers Panasonic Connect's AI strategy across both service and sales, creating a seamless, intelligent experience for every customer. By ingesting over 2,000 product pages, Commbox enables real-time answers and guidance throughout the journey—powered by a fleet of secure, enterprise-grade AI agents.

For Service:

- Resolves complex technical queries instantly
- Enables 24/7 self-service for troubleshooting, warranty checks, and repair bookings
- Integrates seamlessly with CRM

For Sales:

- Surfaces accurate, detailed specifications
- Routes qualified leads to sales
- Offers product comparisons and personalized recommendations, increasing online conversion





“We evaluated over 20 vendors; Commbox stood out for its ability to quickly turn large amounts of content into a live, branded AI agents.”

Joerg Hufschmid | Senior Digital Marketing Manager Europe, Panasonic Connect

Why Commbox

Instant Knowledge Ingestion
2,000+ URLs crawled and launched as powerful AI agents in just days.

Rapid Deployment
Integrates instantly with existing business systems, like CRM, to launch actionable AI agents in weeks with no developer effort.

One Platform: Service & Sales
Unified agent workspace connects both teams seamlessly.

Enterprise-grade Security
AI guardrails for accuracy – no hallucinations; SOC-2 & GDPR aligned.

“We saw a 12% increase in lead conversions in the first month – clear proof that customers were finding the right answers faster.”

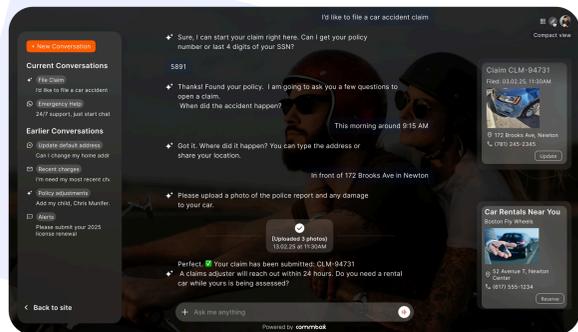
Joerg Hufschmid | Senior Digital Marketing Manager Europe, Panasonic Connect

Impact

- Operational Efficiency**
AI instantly resolves technical inquiries, reducing response time & agent load.
- Revenue Impact**
12% increase in leads conversions within the first month from launch.
- User Experience**
24/7 self-service lets customers get answers & complete tasks anytime.
- Conversational Experience**
Product pages converted into AI-powered conversational experience in just days.
- Implementation & Scalability**
Live in weeks and now expanding to additional product lines and use cases.
- Market Reach**
AI agents speak five languages, expanding reach across EMEA.

Looking Ahead

Panasonic Connect plans to extend into more product lines, reach deeper integration and launch **CommSite**, the first conversational website that allows visitors to ask and receive instant, personalized answers. CommSite creates an agentic interaction layer over existing websites, transforming static experiences into a dynamic conversations that drive conversions.



“Commbox allowed Panasonic to turn a bulk of knowledge into a competitive advantage – instantly launching AI agents that boosted conversions in weeks.”

Yaniv Hakim | CTO, Commbox