



Case study

Business-Critical AI for PortalPRO: Transforming Manual Processes Into Scalable, Intelligent Marketplace Services

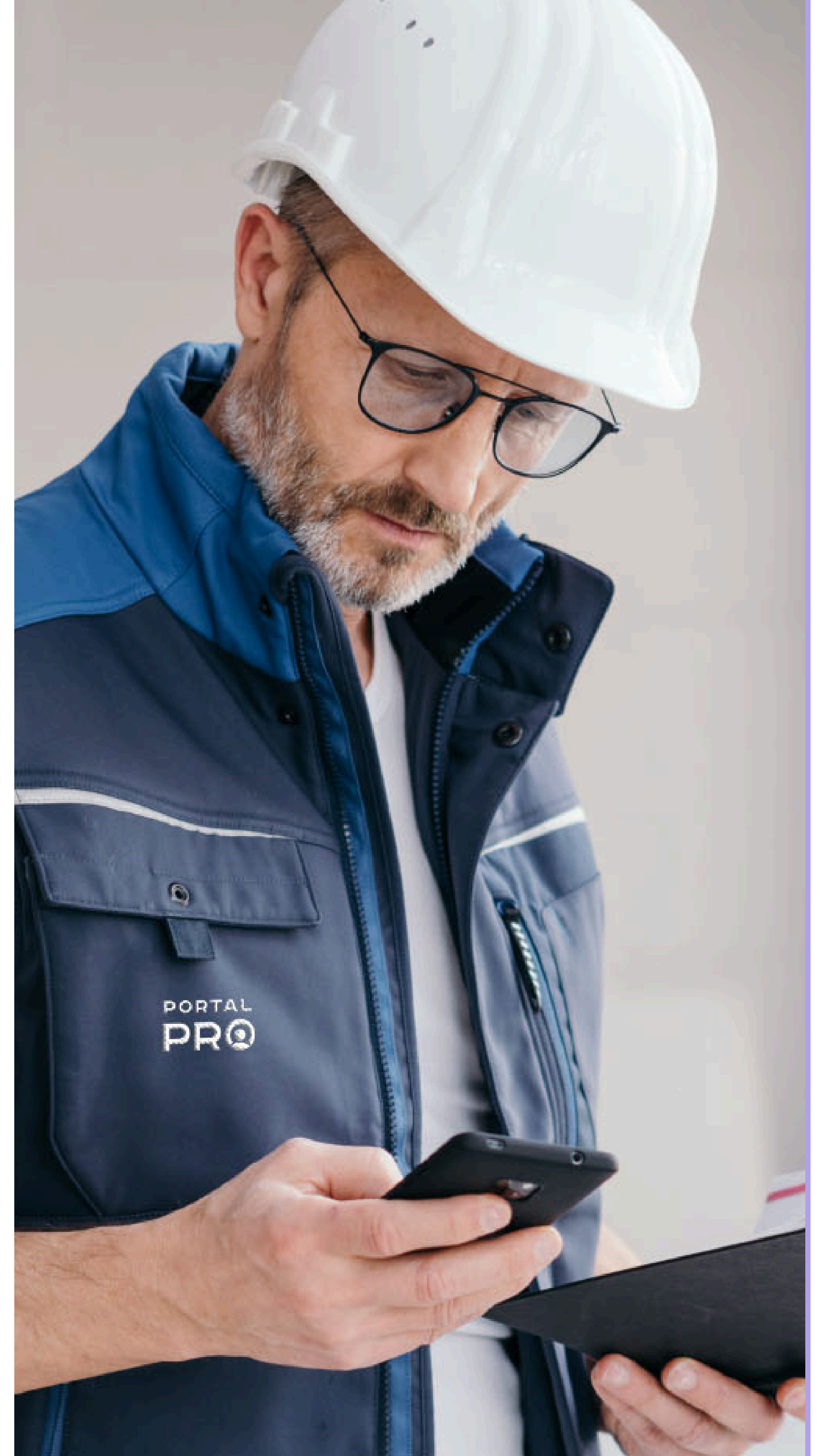
 softeta

Client profile



PortalPRO is a Lithuanian-headquartered platform that connects European property owners and managers with skilled professionals for property maintenance and repairs.

PortalPRO simplifies the process of finding and hiring reliable handymen and other service providers for various tasks, from minor fixes to major renovations. The platform uses AI-powered tools to analyze requests, provide price estimates, and match users with qualified professionals.



How the partnership began

Softeta has been a core technology partner to PortalPRO since 2021. We have led platform development and built key backend systems. Our work includes AI-powered job matching, price estimation, mobile and web apps for customers and partners, and an automated email parsing tool. All of it supports PortalPRO's growth and daily operations.

- Initially, Softeta helped PortalPRO to build core marketplace features and solutions needed to serve its clients in Lithuania.
- As demand grew, manual customer request handling became a bottleneck, leading to slower response times and a strained customer support team.
- To fix this, Softeta's engineers helped to build an AI chatbot solution that instantly handled customer inquiries, asked follow-up questions, and provided price quotes.
- With AI managing customer interactions in multiple languages, PortalPRO quickly unlocked new markets, first expanding into Spain and Portugal without hiring additional staff.
- Additionally Softeta has developed multiple mobile and web applications for PortalPRO, like customer app, insurance app, work scoping app, also an email parsing solution. All of them use AI-powered backend services developed by the team.

Challenges

Initial pricing issue

Once the marketplace was fully established, PortalPRO asked handymen to submit their prices manually. However, only some were willing or had the time, which limited the platform’s scalability.

Manager-based pricing

The company hired additional staff to estimate prices manually. This led to high operating costs and new scaling challenges.

Foreign market expansion

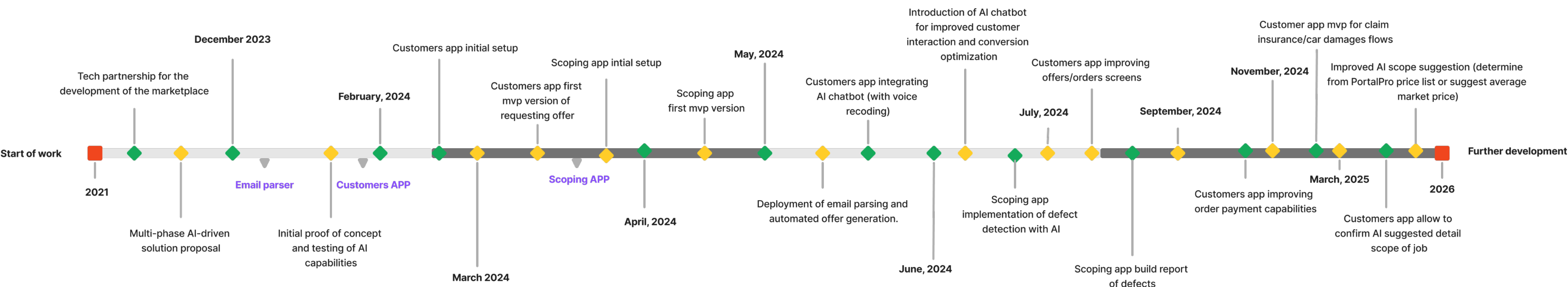
The client aimed to expand into Spain and Portugal but faced key obstacles:

- Customers in these markets preferred email, WhatsApp, and phone calls over structured online forms.
- Manually handling service requests led to inconsistent pricing and high operational costs.
- The absence of local support staff made it harder to scale operations efficiently.



Solution development timeline

We proposed and delivered a multi-phase, AI-driven solution for the client:



Between December 2023 and June 2024, the team rolled out new AI capabilities. We built email parsing, automated offer generation, AI-powered apps, and a chatbot to boost customer interactions. In 2025, we continued improving these features, and development is still ongoing.

Technology solution

Email parsing system

An AI model capable of extracting key information from free-text emails, identifying service requests, and mapping them to predefined pricing structures.

AI chatbot for customer interactions

A chatbot was introduced to dynamically engage with customers, collect missing information, and refine service request details before generating accurate offers.

Automated pricing and offer generation

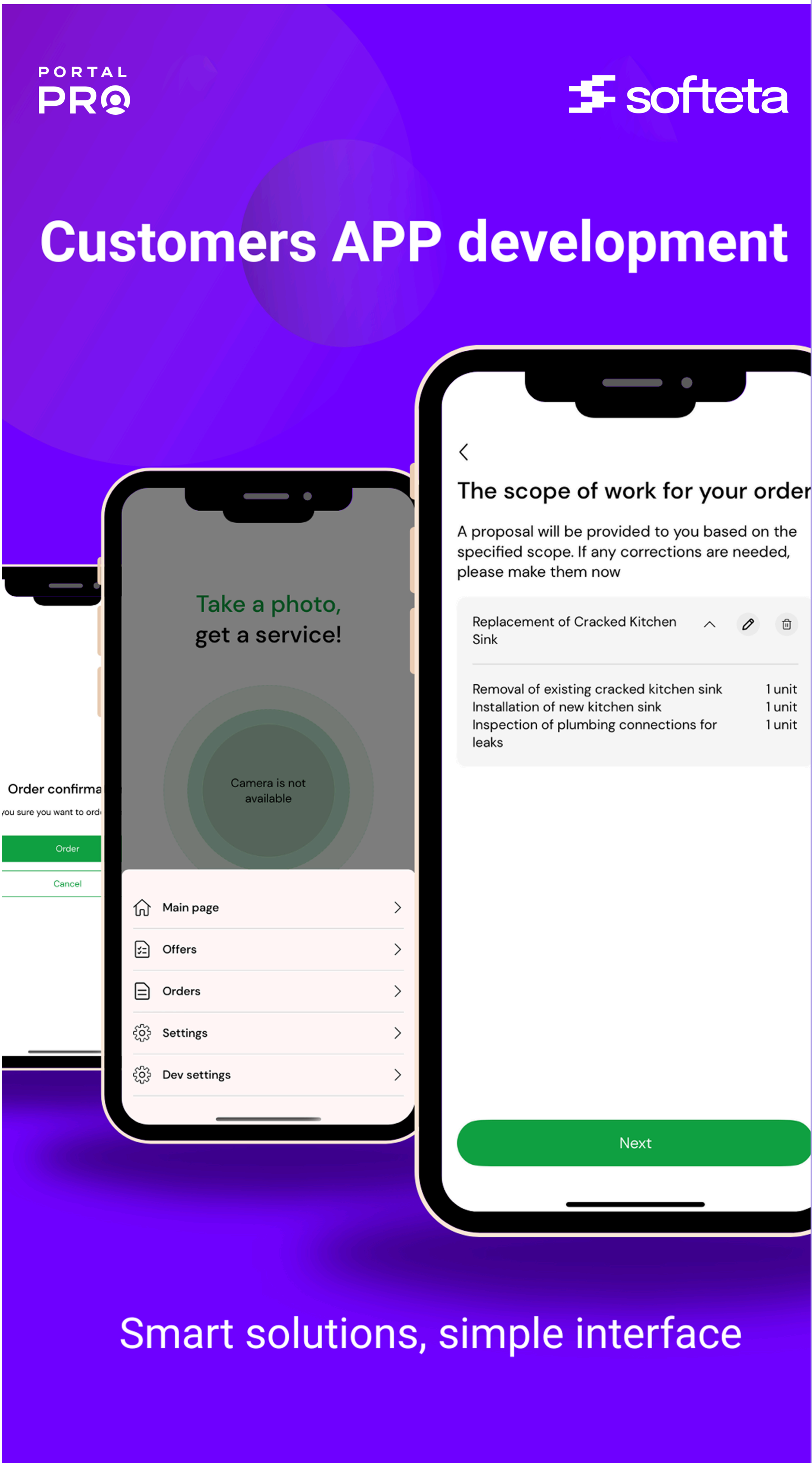
AI-driven price calculations enabled our client to respond to inquiries in real-time, reducing the need for human oversight.

Localized market adaptation

Fine-tuned multi-language solution ensured accurate interpretation of Spanish and Portuguese service requests and pricing structures.

Mobile and web applications using AI:

- **Customer app:** A chatbot was introduced to engage with customers, collect missing information, and refine service request details before generating accurate offers;
- **Property defect app:** AI-driven price calculations enabled the company to respond to inquiries in real-time, reducing the need for human oversight.
- **Insurance app:** Enables users report damages and receive evaluations via the app.



Key innovations and breakthroughs

AI-powered service request parsing

Challenge

Customers submit service requests in unstructured formats (email, chat, voice-to-text), making processing complex.

Solution

NLP-based AI models adapted on real service request data, improved categorization accuracy, reduced manual intervention.

Impact

30% faster response times and improved request processing accuracy.

AI-driven decision support for human agents

Challenge

Ensuring AI-generated recommendations align with human decision-making in complex service requests.

Solution

A hybrid approach where AI processes initial requests, provides recommendations, and escalates unclear cases to human agents.

Impact

45% reduction in manual processing workload, leading to increased operational efficiency.

Market expansion through AI-enabled automation

Challenge

Scaling operations into new regions without increasing customer service staff.

Solution

AI-driven request handling allowed PortalPRO to expand into Spain and Portugal while maintaining service quality.

Impact

Sustained conversion rates and 25% cost savings on operational expansion.

Continuous AI optimization through industry feedback

Challenge

Ensuring AI models remain adaptive to evolving customer needs and geographics.

Solution

Regular feedback loops between developers and service managers enabled iterative improvements in AI performance.

Impact

Continuous improvement in AI accuracy and user experience.

Business impact and key results

The AI-powered solution significantly improved efficiency and customer satisfaction, leading to tangible business results:

40% reduction in manual processing time

AI automation replaced manual request handling, freeing up staff for high-value tasks.

Stable conversion rates comparable to the home market

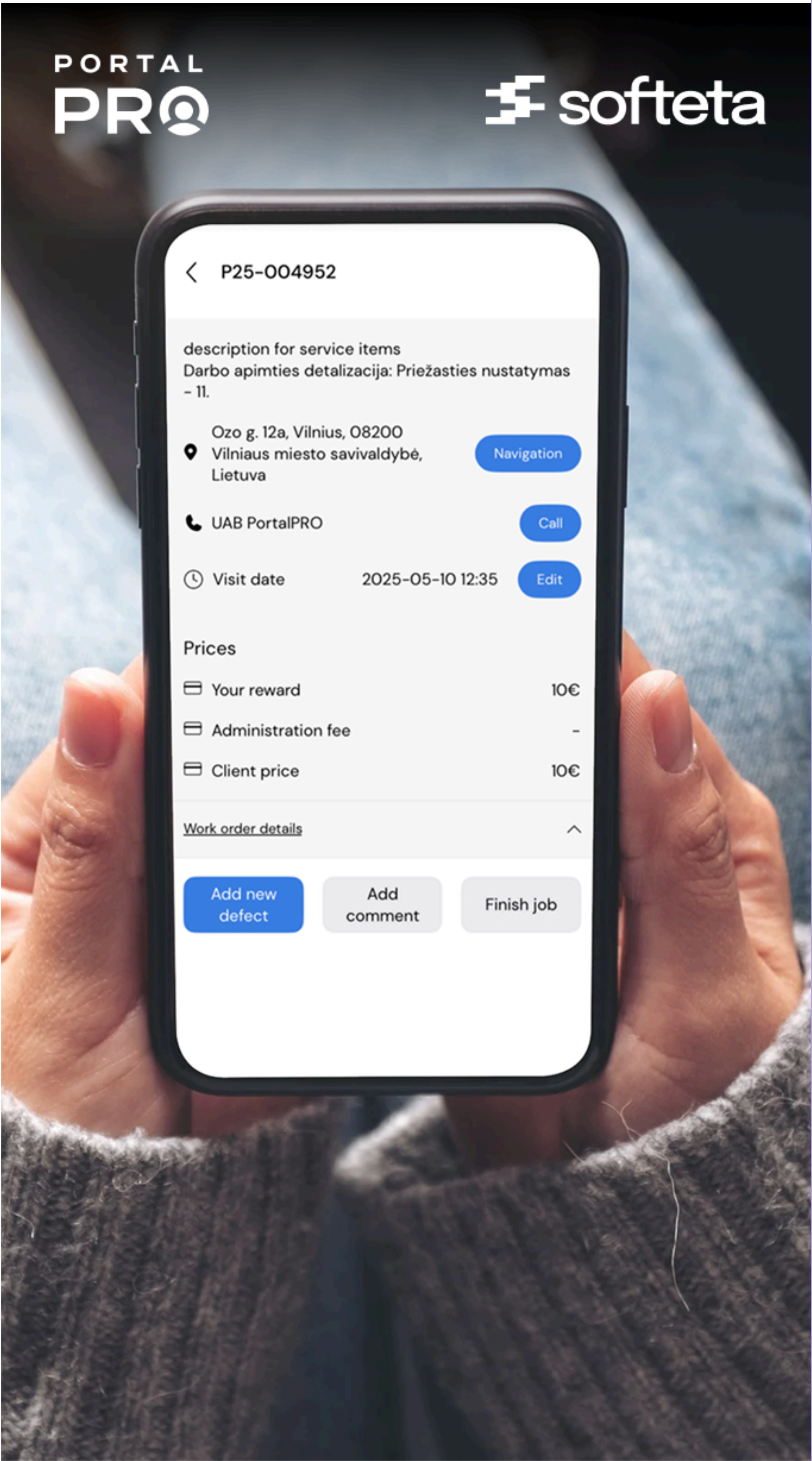
Despite transitioning from a human-led process to AI-driven interactions, the client maintained previous conversion levels.

Seamless market entry without hiring local staff

Expansion was achieved without additional operational costs linked to customer service personnel.

Increased offer acceptance rates

AI-driven pricing and chatbot engagement led to a higher percentage of accepted offers.



Services provided

- Custom software engineering
- AI development
- Mobile app development
- Web development

Tech stack



Future development

- AI-driven automation to enable expansion into new markets without scaling support teams.
- Focus on AI enhancements, including more accurate pricing and smarter UX, to raise conversion rates beyond early results.
- A/B testing of chatbot vs. structured form-based interactions to determine the most effective engagement method for different customer segments.

Client testimonial

“Softeta’s AI solution helped us scale effortlessly, both locally and internationally. By automating customer interactions, we boosted efficiency while delivering a seamless experience.”

Does your business need an AI solution like this?

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