



SUCCESS STORY

HOW TUCOWS DOMAINS AUTOMATES CUSTOMER SUPPORT WITH AGENTIC AI FROM PEOPLEREIGN

THE CHALLENGE

Tucows Domains is the world's largest wholesale domain registrar, managing millions of domain names across three brands — OpenSRS, Enom, and Ascio — that collectively serve tens of thousands of domain resellers around the world.

As the company continued to scale, its customer care organization faced growing complexity in the types of support requests resellers needed help resolving. Questions related to domain renewals, configuration changes, upgrades, and billing issues required significant manual effort delivered across multiple systems and workflows.

Tucows had already introduced a chatbot named Bessie to answer common questions. But as customer expectations evolved, the team recognized that traditional chatbot capabilities were not enough.

They needed an AI-driven solution that could work autonomously alongside their customer care teams to deliver faster, more responsive support experiences — while integrating seamlessly into the tools and workflows already in place.

A critical requirement was preserving the ability to escalate conversations to live agents when needed, ensuring AI enhanced the customer experience rather than replacing the human touch.

THE SOLUTION

Tucows selected PeopleReign to power the next evolution of Bessie with agentic AI designed to not only answer questions, but also take action and help resolve issues directly.

Built on PeopleReign's action-taking AI platform, Bessie now helps customers instantly resolve common requests related to:

- Domain renewals
- Configuration changes
- Payment issues
- Upgrades

The implementation allowed Tucows to enhance the support experience without disrupting the systems and workflows their customer care teams already relied on, including seamless live-agent handoff through Freshworks Freshchat when additional assistance is needed.

By combining AI-driven automation with a people-first support model, Tucows created an experience that delivers faster answers while enabling agents to focus on more complex customer interactions.



"We selected PeopleReign to deliver the exceptional support experiences our customers deserve. By adding agentic AI to Bessie, it not only provides instant answers but it also resolves issues. Customers love Bessie! This is the future of customer support."

— Fernan Kalaw, Vice President of Customer Care, Tucows Domains



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THE RESULTS

Since deploying PeopleReign-powered agentic AI, Tucows Domains has transformed how customer support is delivered.

In the first 30 days:

60% resolution rate, exceeding Tucows' internal benchmark by 50%
More than 9,400 conversations handled across 6,600+ users
Median response time of approximately 6 seconds

Bessie now helps customers instantly resolve common requests while enabling customer care teams to focus on higher-value, more complex support interactions.

The result is a faster, more responsive support experience that combines AI-driven efficiency with Tucows' people-first approach to customer care.

WHAT'S NEXT?

Encouraged by the early results, Tucows is continuing to explore how agentic AI can further enhance the reseller support experience across its portfolio of domain brands.

As customer expectations continue to evolve, Tucows sees AI not as a replacement for support teams, but as a way to amplify the speed, consistency, and quality of service their teams can deliver.

For Tucows Domains, this marks the beginning of a broader strategy focused on combining AI-driven automation with exceptional human support to create the future of customer care.



Ready to learn more?

Explore how **PeopleReign** helps enterprises deliver faster, more responsive support experiences with action-taking AI.