



Longo Group
Announcement from First North

Longo Group AS: integrates AI tool to increase efficiency

Longo Group AS has integrated an artificial intelligence tool into its customer service system to ensure higher service quality and ensure that information about specific cars is fully conveyed to potential buyers.

The integration of artificial intelligence was carried out using internal resources with the goal to improve the work quality of the sales force. The main task of the tool is to analyze information expressed in phone conversations to later receive aggregated information, where details about whether answers to all relevant questions have been provided and other essential indicators are visible. Artificial intelligence is adapted to analyze phone conversations in Polish, Latvian, Lithuanian, and Estonian languages, transforming the results into English and preparing a summary for each conversation.

With the introduction of the artificial intelligence tool, the plan is to improve the efficiency of the sales team, as the obtained data shows the main errors that need to be corrected, as well as the quality of each employee's work at each stage of customer service.

It is expected that within a year due to multiple advancements, the sales process will improve by 10% to 20%, thus increasing turnover of the Group by up to ten million euros.

About Longo Group

Longo Group was established in 2018 and is the leading specialized used car retailer in the Baltics. In 2022, turnover of the Group reached 44.7 million euros, which is 48% more than the previous year. Longo Group is present in Estonia, Latvia, Lithuania and Poland, as well as in the Netherlands, Belgium and Germany. The Group brings a new meaning to the Baltic used car retail industry by providing a fully transparent, reliable and world class used car purchase experience via both online and physical sales channels. Being a fully vertically integrated company, the Group carefully selects and sources (purchases) most of its cars from the Netherlands, Belgium, Germany and the Baltic countries. The Group has its own preparation center in Lithuania with facilities based in the Panevėžys region. To ensure the highest quality standards, before cars are sold, they are thoroughly checked, conditioned and, if needed, repaired by Longo's professional team. The Group is also offering financing and extended warranty solutions of its partners to customers.

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