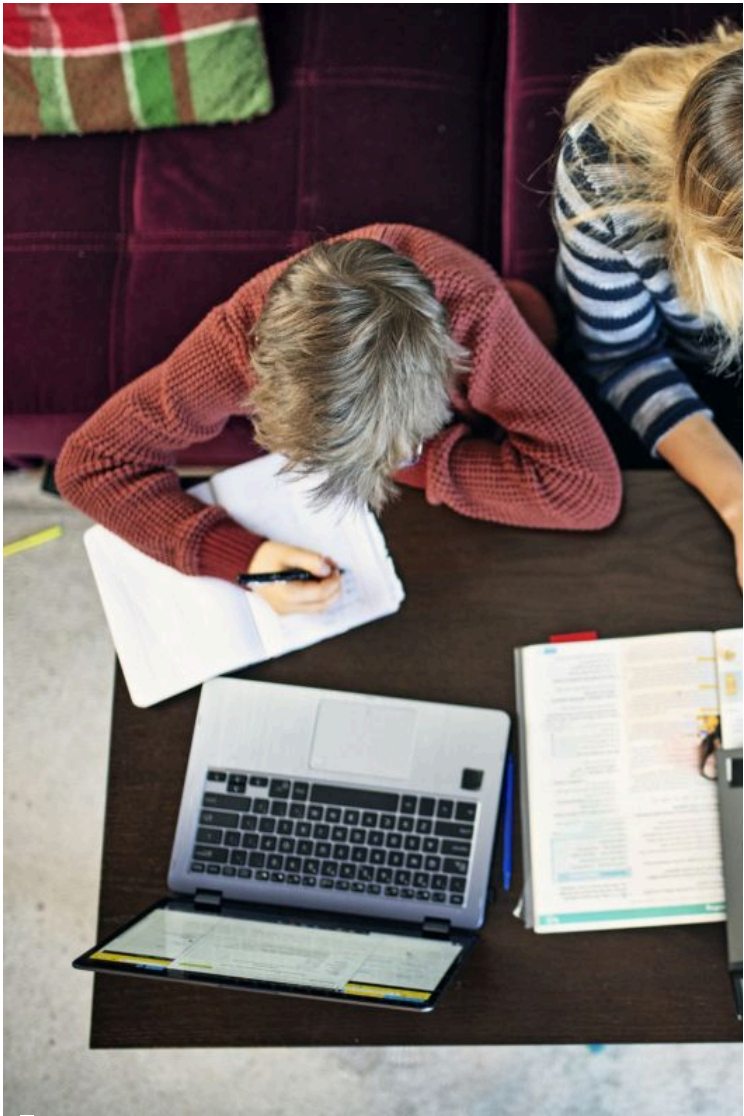


# Tutore aims to be top class with an AI assis

Tutore, TUATARA and IBM



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# Enabling rapid response to student inquiries and providing a better learning experience

With main offices in Warsaw and Łódź, Poland, Tutore provides education through online and classroom courses in subjects ranging from math and English to programming and graphics. Tutore is ProfiLingua, the largest language school in the country, and a leading learning platform for individual and business customers.

With more than 335,000 students accessing over 2,000 teachers, Tutore is growing fast. Students and new learners, frequently ask for help in navigating the platform, understanding course options and price packages. Naturally, Tutore frequently asked questions quickly and efficiently. However, doing so meant the support team was bogged down by repetitive administrative tasks—time that could be better spent on and growing the business.

In addition, one of the advantages of an online learning platform is that new and current pupils can apply or study—and send staff coverage to handle student queries represented by the platform.

Radosław Korczyński, Co-owner and Chief Digital Officer, says, “By removing the workload generated by easily accessible, valuable, highly skilled support staff to help customers, in addition, we wanted our students to have an interesting and enhance the learning experience.”

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# 90,000+

Exchanged 90,000+ messages  
across 40,000 conversations in first  
nine months

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**Radosław Korczyński**

Chief Digital Officer, Co-owner  
Tutore

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## Deploying AI-infused technology to handle inquiries and boost student engagement

Tutore called in expert help from [TUATARA](#) (link resides outside of ibm.com), an IBM Business Partner specializing in customer experience enhancement using AI and advanced technologies.

TUATARA developed a customized educational virtual assistant on its [Actionbot](#) (link resides outside of ibm.com) virtual assistant using [IBM® watsonx Assistant™](#). The solution can parse and respond to natural language inquiries to Tutore on common topics. Aligned with Tutore's visual identity, Tutorek pops up as soon as the website is opened, introduces itself and offers help—always

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including the option to reach out to a human member of the support team. It includes [retrieval-augmented generation](#), which helps enable accurate, contextual, up-to-date answers based on Tutore's website and learning resources.

Tomasz Kostrzab, Chief Technology Officer at TUATARA, remarks, "This implementation not only brings innovation from an AI technology perspective but, most importantly, from a UX perspective. Tutorek is not just a chat bot but becomes a tutor that spans over the full user experience. It's like a guide that takes the student through the learning journey. Learning through play has always been the best choice."

The TUATARA team has since extended Tutorek's capabilities, with tools to support students in the learning process across four categories: quizzes, vocabulary tests, exercises and materials.



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# Delivering fast and efficient information to learners

During the first nine months since implementation, Tutorek exchanged more than 90,000 messages across 40,000 conversations. On average, Tutorek matches 95% of the queries with an answer from the knowledge database, presented conversationally.

“Tutorek greatly reduces the number of repetitive questions that our consultants need to handle, while simultaneously improving our interaction with people interested in our courses,” says Korczyński. “The virtual assistant helps us tailor our courses to meet the specific needs of young learners, and makes their adventure with education more engaging. Tutorek effectively became our brand hero.”

As well as enhancing the user experience and adding interactive fun to courses, Tutorek has enabled Tutore to help its consultants focus on adding value to more complex customer queries. The company is adding capacity without overwhelming its support team, helping create a more scalable business model.

“Even when parents or tutors are not available, Tutorek can help students whenever they choose to log in and study,” says Korczyński. “The solution also helps reduce our support consultants’ workload, shrinks the time spent on repetitive administration and helps us grow our business. We’re looking forward to the next iteration of Tutorek to support even more child, teen and adult students with exciting, interactive learning.”

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## About Tutore

With main offices in Warsaw and Łódź, Poland, [Tutore](#) (link resides outside of ibm.com) provides dynamic, interactive education through online courses for children, teens and adults—from math and English to programming and game development. Available on both computer and mobile devices—connects students with a course management system and personal tutors in group courses.

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**TUATARA**  
business solutions

## About TUATARA

[TUATARA](#) (link resides outside of ibm.com) is a capital group based in Poland specialising in analytics, business processes' automation assisted by AI, cognitive technology and digital transformation. Their team of consultants is fully focused on resolving business challenges of their clients, selecting approaches and technologies that help their clients in the most effective way. In TUATARA, they are enthusiasts of translating business needs into artful solutions. They combine deep business knowledge and expertise in IT to ensure biggest benefits for the enterprise and deliver enchanting experiences.

### Solution component

IBM® watsonx Assistant™



# Deliver consistent and intelligent customer care with conversational AI

**Build a gen AI assistant**

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