



LR Health & Beauty has developed its own chatbot for customer service

Ahlen, 23 May 2024 – It is no secret that artificial intelligence has already found its way into the economy. LR Health & Beauty is now showcasing how SMEs can also be at the forefront of the AI trend. The direct selling company with its head office in Ahlen has developed its own chatbot and will be using it in its day-to-day operations from as early as the start of June.

Specifically, the chatbot is used as part of the customer service for the German market. “This launch does by no means imply the end of personal support. Instead, we enable the employees at the Customer Service Centre to access a central knowledge pool for a quick and comprehensive response”, explains Axel Koß, Vice President for Information Technology at LR. In addition, the chatbot supports the release of forms in response to specific enquiries, which then do not require a laborious search.

The implementation of the in-house chatbot, which is based on OpenAI's GPT technology, represents an innovation project for the direct selling company. The primary objective was to learn about and test the possibilities of artificial intelligence at LR using the example of the “chatbot”. The aim was also to translate the experience gained into a guideline for the long-term and sustainable implementation of further AI technologies.

Employees at the Customer Service Centre have already tested the new tool intensively in March of this year. During this time, the chatbot was trained further on the accuracy of the answers based on the interactive question-answer behaviour. The implementation partner DXC Technology then adjusted the bot on the basis of the test results. DXC Technology provided LR with consulting and engineering services.

During the entire project, special attention was paid to conformity with data protection and compliance. “Both aspects are equally important to LR”, emphasises Koß. LR uses a private Azure server to ensure data sovereignty and security. The data are stored via a private endpoint, ensuring a secure connection between the virtual network and the in-house knowledge database.



In the course of finding a name for the chatbot, the project team decided on “LR-Vera”. “This name perfectly reflects our core competence, the development and distribution of aloe vera products”, says Dr Andreas Laabs, CEO of LR Health & Beauty.

LR Group

Following the motto "More quality for your life" the LR Group with headquarters in Ahlen/Westphalia successfully produces and markets various high-quality health and beauty products in 32 countries. As an attractive social selling company, LR supports the personal exchange in its community with efficient, digital solutions. The holistic tool "LR neo" offers the international partnership all business-relevant key figures and information for their LR business in one dashboard.

LR has been firmly established on the market since 1985 as a "people business" company that focuses on people and personal advice. In times of changing working environments, the business model particularly appeals to those who are looking for more flexibility, a better work-life balance and greater financial independence.

The processing of Aloe Vera has been one of the core competencies of LR for more than 20 years. Only the valuable inside of the leaf is used for the products. In Ahlen, the company has established one of the most modern Aloe Vera production sites for Aloe Vera Drinking Gels in Europe.

In autumn 2009, LR founded the LR Global Kids Fund e.V., which supports deprived children and their families in many countries around the world efficiently and unbureaucratically in cooperation with local institutions. For further information on our commitment to sustainability, please read our [sustainability report](#).

LR currently has around 1,200 employees and hundreds of thousands of registered community members.

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