

# AI is Reshaping Customer Interactions and Driving Growth for Local Businesses in the MENA Region

*Partoo's new AI assistant, Jim, demonstrates how automation transforms digital conversations into growth opportunities for retailers and service providers.*

**Paris, September 22, 2025** — Partoo reveals new data on the impact of AI on customer conversations and online reputation

Over the last 12 months, the study revealed that Partoo's clients using its AI assistant **Jim** automated 80% of incoming messages across 180,000 conversations, helping local businesses respond faster, qualify leads, and focus on strategic priorities. The data highlights the growing role of AI in customer engagement, with measurable gains in both efficiency and revenue generation.

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## Key Findings

Over the last 12 months, for Partoo clients:

- **80% of incoming messages were handled by AI** – equivalent to **15,000 hours of manual work saved**, or **7 full-time employees**. For a company with 5,000 annual conversations, Jim saves nearly 1 FTE, representing over **€55,000 in savings**.
- **70% of conversations managed by Jim were purchase intents**, generating **21,000+ qualified leads** for clients.
- **90% of spam is detected and filtered by Jim's AI** — spam makes up **18% of total inbound contacts** for large businesses.
- **1 million AI-generated review responses** — saving **40,000+ hours**, or **25 years of human work**, valued at **over €1M**.
- **21% AI adoption rate** on reviews with comments — **double the industry average**.
- **92% of AI-suggested replies validated without changes**; with **tone-of-voice personalization**, this rises to **97%**.

## What This Means for Local Businesses in MENA

The findings show that AI is no longer a futuristic concept but a **daily business tool**. In the MENA region, where digital adoption is accelerating and customer expectations are rising, retailers face an explosion of digital interactions — from social media messages and website chats to Google reviews and other platforms.

Managing this volume manually is costly and inconsistent, creating risks of **missed opportunities and delayed responses**. AI-powered assistants like Jim allow retailers to **scale communication without losing personalisation**. By automating routine queries, filtering spam, and surfacing purchase intents, teams can focus on high-value interactions that drive sales and loyalty.

For retailers across Saudi Arabia, the UAE, and other MENA markets — where customer engagement is increasingly digital-first — Jim provides a **competitive advantage**: faster responses, higher satisfaction, and measurable operational efficiency.

In a landscape where consumers expect instant, accurate, and personalised replies, AI is no longer optional. It has become an **essential growth driver** for businesses across the region.

*“AI has reached a tipping point for local businesses. With Jim, we’ve shown that automation doesn’t just cut costs — it creates growth by turning conversations into qualified leads. This is the future of customer engagement, and it’s happening right now.”*

— **Thibault Levi-Martin, CEO & Founder, Partoo**

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## Customer testimonials

*“Out of 3,000 conversations received, 80% were fully automated with Jiim. Considering that 95% of our messages are about our core business (buying and reselling), this is a huge advantage.”*

— **Quentin Ginoux | Marketing Manager - Cash Converters Belgium**

*“Auto-tags and customised prompts for response suggestions save our team considerable time, as they no longer need to manually label reviews or craft replies from scratch. A simple and enjoyable model to manage!”*

— **Anne Kelly Guillerm | Marketing Project Manager - Carglass**

## Partoo's Answer: Jim, the All-in-One AI Assistant

Partoo's solution is **Jim**: the intelligent, ever-present AI partner integrated across messaging, review management, and competitive insights. Jim combines automation with brand-specific personalisation, transforming overwhelming digital noise into meaningful, **revenue-driving interactions** — without requiring teams to become AI experts.

*"AI should not be a buzzword—it should be a business tool. With Jim, we've made AI feel human, practical, and measurable. It's not about replacing people—it's about giving them the time and insight to focus on what matters most: serving their customers."*

— **Thibault Levi-Martin, CEO & Founder, Partoo**

 **Watch Jim in action here:** <https://youtu.be/LHSgEyzEgC4>

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## About Partoo

Founded in 2014, **Partoo** is the all-in-one collaborative platform for local marketing, helping multi-location brands and independent businesses increase their online visibility, manage their online reputation, and engage with customers through messaging. With a comprehensive suite of tools for **Presence Management, Review Management, Messaging**, and a global AI assistant, **Jim**, Partoo empowers businesses to thrive in the digital age and get closer to their clients. Trusted by over **350,000 stores worldwide — including leading brands in the Middle East**, Partoo is committed to delivering innovative solutions that simplify local marketing and drive tangible results.