

LoyJoy Press Kit

Dec 15, 2025

Company profile

Company: LoyJoy GmbH

Positioning: Agentic AI for service, sales and marketing via chat and telephone

Year of foundation: 2018

Headquarters: Münster, Germany

Website: www.loyjoy.com

LoyJoy is the European agentic AI platform for customer interaction via chat and telephone. Many enterprises face the challenge of handling increasing customer inquiries with limited resources—while customers expect immediate, competent solutions. Unlike traditional chatbots, LoyJoy AI agents not only answer questions but also resolve customer issues completely. They do this by independently accessing knowledge, systems, and processes.

LoyJoy's headquarters are located in the heart of Münster. This university and cycling city is considered an ideal location for sustainable innovations, combining technological excellence with a strong medium-sized business sector.

LoyJoy is helping companies to take their customer interface step by step towards automation and future-proofing – GDPR compliant, ready for EU regulations, and without code.

Mission & Vision

Mission

We help companies resolve customer issues quickly, competently, and completely – around the clock and across all relevant channels. LoyJoy brings Agentic AI to where it delivers real value: the operational customer interface.

Vision

In a world where customers increasingly interact with their own AI assistants, companies need to rethink their customer interface. Our vision is a customer interface that is interactive, automated, and capable of taking action – thus making service, sales, and marketing fundamentally more efficient.

Origin of the name LoyJoy

The name *LoyJoy* combines two key values of modern customer relationships: **Loyalty** and **Joy**. LoyJoy is based on the conviction that sustainable customer loyalty is not created through processes or technology alone, but through positive, helpful, and reliable interactions. The platform was developed with the aim of creating customer experiences that are both efficient and enjoyable – for customers and for companies alike.

Positioning & Differentiation

LoyJoy stands for **AI Agent** at the customer interface. While classic chatbots primarily provide information or play out predefined dialogues, LoyJoy AI Agents independently plan and execute next steps.

LoyJoy is:

- a platform for AI agents with decision-making and action competence
- consistently designed for end-to-end automation
- No-code capable for specialist departments
- Across all channels (chat and phone)

LoyJoy is deliberately not:

- a purely rule-based chatbot
- a generative Q&A bot without process integration
- an isolated voicebot solution without system integration

Product & Technology – Explained in Simple Terms

Rapid pace of innovation and development

LoyJoy is characterized by an exceptionally high pace of innovation and development. As early as March 2023, LoyJoy customers were able to productively deploy generative AI at the customer interface on a large scale – including at companies such as RTL+ and Pfeifer & Langen. At that time, LoyJoy was already using a proprietary retrieval-based method for knowledge enrichment, long before the term "RAG" (Retrieval-Augmented Generation) had become established in the market.

The next stage of innovation followed in 2025 with the consistent expansion to **Agentic-AI-Plattform**. Since then, LoyJoy has continuously developed the platform: new features, modules and improvements are added in monthly releases.

Thanks to the modular platform approach, new technical requirements and customer wishes can be implemented quickly – often as standalone modules that can be seamlessly integrated into existing agents.

What are LoyJoy AI Agents?

LoyJoy AI Agents are AI-powered assistants that can independently handle customer requests. They analyze the request, create a solution plan, and access the necessary tools – such as knowledge databases, product information, or business processes.

How does Agentic AI work at LoyJoy?

LoyJoy follows a clear approach that is easy for specialist departments to understand:

1. **Understand:** Analysis of the customer request in context
2. **The plan:** Decision on the next sensible steps
3. **Act:** Utilization of knowledge, systems and processes
4. **Complete:** Complete solution to the issue

Channels

- Web- & App-Chat
- WhatsApp Messenger
- KI-Telefonassistenten

Telephony is an integral part of the LoyJoy platform and not an add-on module.

Technology

LoyJoy combines generative AI with a process engine and tool usage. Business departments model workflows without code, while AI agents execute them dynamically. We'd be happy to provide you with free trial access.

Typical Use Cases

Customer service

Complete handling of customer requests – from contract issues to status inquiries.

Product advice & purchase decision

Interactive consulting based on product data, preferences and decision logics.

Lead Qualification & Lead Generation

Qualification of potential customers, especially in consumer goods and B2B scenarios.

Appointment scheduling & callback processes

Automated coordination via chat and telephone.

Gamification & Dialogue Campaign

Engaging dialogues for lead generation and customer retention.

Industry focus

- Insurance
- Industry & Mechanical Engineering
- Energy supplier
- Consumer goods

These industries face the challenge of communicating complex products and processes efficiently and understandably – while simultaneously maintaining high service standards.

Clients & References (Selection)

TRUMPF · SCHOTT · Vaillant · RTL+ · R+V Insurance · Zurich Insurance · 1. FC Köln · Paul Hartmann AG · Bionorica · congstar · Westfalen AG

LoyJoy is used by over 100 large corporate clients.

In addition, LoyJoy is regularly supported by **OMR Reviews** as „**Top-rated**“ **Chatbot Software**, based on verified customer reviews.

Competitive advantages

- Agentic AI instead of pure question-and-answer systems
- End-to-end automation of real business processes
- Very high pace of innovation and development with monthly releases
- Modular platform approach for rapid implementation of new technical requirements
- No-code platform for rapid implementation by specialist departments
- Chat and phone from one integrated solution

- European focus and regulatory certainty

Compliance & Trust

LoyJoy is designed for use in regulated industries:

- GDPR compliant
- EU AI Act compliant
- EU DORA compliant (for financial institutions)
- Support for accessibility in accordance with the Federal Training Assistance Act (BFSG)
- Securely encrypted cloud hosting on EU servers
- Support for various AI models, including models operated in Germany

Company data (Fact Sheet)

- **Legal form:** GmbH
- **Founding:** 2018
- **Financing:** Fully self-financed (no venture capital)
- **Customers:** over 100 large accounts
- **Team:** small, efficient and customer-oriented team

LoyJoy grows organically and deliberately avoids venture capital in order to consistently focus on customer benefits and sustainable product development.

Founders & Management

Ulf Loetschert

CEO & Co-Founder

Ulf Loetschert is an entrepreneur with many years of experience in digital customer interaction and process automation. His focus is on making complex technologies accessible so that companies can use them quickly and effectively.

Quote (suggestion):

"We don't believe in AI as an end in itself. What's crucial is that customers ultimately have a resolved issue – and that's exactly what LoyJoy is designed for."

Dr. Ulrich Wolfgang

CTO & Co-Founder

Dr. Ulrich Wolfgang holds a doctorate in business informatics and is the architect of LoyJoy technology. As a former IT architect at the Boston Consulting Group, he has more than 20 years of experience in professional software development.

His focus is on scalable, robust platform architectures for demanding enterprise applications. Before founding LoyJoy, Ulrich Wolfgang was involved in the development of core banking systems, among other things. He has also initiated and continues to lead several open-source projects.

LoyJoy's technical expertise is particularly evident in the areas of modularity, process automation, and the secure integration of AI into existing business systems.

Market analysis & statement

Small and medium-sized enterprises (SMEs) face the challenge of fundamentally modernizing their customer interfaces. Today, customers expect immediate, competent answers – regardless of the time of day or channel. Companies that fail to meet these expectations risk customers interacting with their own AI agents.

LoyJoy sees itself as a platform that empowers companies to actively shape this development.

Press & Media Contact

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