

Interactive & Efficient: Retresco Launches New Q&A AI Solution for Businesses

Berlin, 25 March 2025 – Leading AI specialist [Retresco](#) has launched a ready-to-use AI solution that enables both in-house and externally sourced content to be processed and delivered as dialogue-based services for end users. The solution is designed to be used across all industries and is particularly suited to media companies, digital commerce providers and industrial enterprises aiming to use their extensive content repositories more effectively and develop value-added services. The new Q&A AI is a key component of Retresco AI and is built on advanced RAG (Retrieval-Augmented Generation) technology, making it possible to implement customised [Question Answering Systems](#) with minimal technical effort.

The true added value of Retresco's Q&A solution lies in its use of advanced semantic retrieval methods, neural search, and powerful parsing capabilities. With years of experience in the development of these technologies, Retresco ensures the highest possible answer quality – even for complex and domain-specific queries. The system identifies deeper contextual relationships across extensive data sets, such as article and company archives, product and knowledge databases, support documentations or interview transcripts. This allows information to be precisely extracted from data and content pools, which is then formulated in natural language by an integrated language model. The result are highly accurate, context-sensitive answers that benefit end users in sectors like media and digital commerce. Businesses, in turn, gain an innovative tool for enhancing user engagement while unlocking new revenue potential through dialogue-based content offerings and services.

Fully Configured and Ready to Use

This in-house development from Retresco comes as a fully configured Q&A system including features such as chat interaction and integrated user feedback. It supports a wide range of use cases, including:

- Automated article chats, archive searches, interactive news presentations, or editorial research services for media companies and publishing houses
- Smart FAQs, internal knowledge chatbots, or interactive knowledge hubs for businesses
- Personalised shopping assistants, product-specific guidance, or interactive catalogues for eCommerce and digital platforms

With this offering, companies can develop new interactive services and unlock monetisation opportunities from their content. The solution is ready to deploy and can be populated with internal data and content. External knowledge sources can also be easily connected via a standard API. Even the base version includes all core functionalities and enables high-quality, automated interactions – with the flexibility to adapt to specific business needs.

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Benefits for Users and Employees

- Efficient research processes: Quick, targeted searches for informed decision making
- Accurate results in real time: Users receive precise information instantly
- Transparent source referencing: Every answer includes verifiable source links, saving time and building trust
- Context-sensitive content suggestions: The system understands context and suggests relevant or related content automatically
- Intelligent response generation: The AI recognises follow-up questions and adjusts the dialogue accordingly
- Improved user satisfaction: Interactive dialogue simplifies the search for relevant information

Business Benefits Across Industries

- Fast setup & deployment: Quick adaptation of the Q&A system to specific use cases
- Easy integration: Connect internal and external data/content pools (XML, JSON, PDF) via standard API
- Powerful filtering options: Domain- and topic-specific structuring and delivery of content using generic or custom filters (e.g. by topic, label, author, or date)
- Automated source attribution: Transparent referencing of used and relevant data sources
- Real-time response streaming: Immediate processing and delivery of user queries
- Integrated feedback module: User reviews help continuously improve the Q&A system
- Flexible frontend: Customisable design and colour schemes for an intuitive, brand-aligned user experience

Proven RAG Technology in Real-World Applications

Retresco's semantic, neural retrieval and AI technologies have already been successfully implemented in numerous projects – including Hans Soldan, Deutscher Anwaltverlag, Walhalla Publishing Group, Publishing Group Huethig Jehle Rehm (HJR) and dfv Media Group. The Q&A system builds on these proven technologies and has been further developed to deliver high-quality, interactive content experiences across a wide range of use cases.

Sonja Hassler, Head of Digital Products at Walhalla Publishing Group, explains: “Our goal is to make access to relevant legal information as straightforward as possible for professionals in public service, administration, the armed forces, and social services. To achieve this, we have developed KIRK – our AI-powered legal research tool – using Retresco's RAG solution. Instead of sifting through legal texts, commentaries, and judgements, users receive quick, structured, and comprehensible answers to complex queries, directly sourced from relevant works and complete with important references and citations. This saves valuable time, provides confidence in case handling, and ensures efficient work processes.”

Christine Fuss, Managing Director at Publishing Group Huethig Jehle Rehm (HJR), outlines: “With rehm eLine Smart Assist, we leverage the capabilities of generative AI and Retresco's semantic retrieval technology to give our users faster and easier access to complex

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legal topics. The key benefit is the natural language interface, avoiding the need to sift through extensive search results, and receiving a summarised answer as the outcome.”

Johannes Sommer, CEO of Retresco, shares: “Our aim is to make the value of generative AI as accessible as possible for business processes – and to unlock new revenue streams for our clients. I’m especially proud that we were able to bring together our diverse AI expertise in this Q&A solution, which allows companies to implement powerful, user-friendly content services with minimal effort.”

Retresco is continuously developing its Q&A solution to meet growing demand for interactive, dialogue-based content formats. According to the 2025 Trend Survey by the Federal Association of German Newspaper Publishers (BDZV) and Highberg, 85% of surveyed media companies and publishing houses consider question-led content formats essential to maintaining their future competitiveness.

About Retresco

The AI specialist Retresco targets companies in the media, digital commerce, and similar industries that require customised and effective AI solutions. As a pioneer in the field of AI-based language technologies, the Berlin-based company has successfully completed over 250 client projects since 2008, empowering businesses to optimise their processes for greater efficiency and profitability.

<https://www.retresco.com>

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