



Aurora Mobile's GPTBots.ai Helps Ruko Cut Support Ticket Response Time from Two Hours to Under 10 Minutes

September 29, 2026

SINGAPORE, Sept. 29, 2026 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services, today announced that its enterprise-grade AI agent platform, [GPTBots.ai](#), is helping Ruko embed AI-powered customer assistance across its app, website, and ticket workflows. Powered by GPTBots.ai, Ruko has cut ticket response time from approximately two hours to under 10 minutes.



Image source: Ruko official website

Expanding Channels, Growing Service Demands

Ruko is a consumer electronics brand ranked among the top 15 drone brands globally in 2026, with products sold through Amazon, Best Buy, Walmart, and TikTok. The brand's smart robot product line has been top-ranked in US toy robot buying guides, with strong buyer ratings on BestBuy.com.

As Ruko expanded across these channels, its customer feedback volume more than doubled. Rather than overhaul its existing support infrastructure, Ruko chose GPTBots.ai's enterprise-grade platform to bring AI-powered assistance and product knowledge directly into the workflows its team already used.

Ruko chose GPTBots.ai with one primary goal in mind: to deliver a better service experience for customers, respond quickly to their inquiries, and consistently meet the expectations and hopes they place in us—just as Ruko's service philosophy says: "A great drone company is, first and foremost, a great service company."

Bringing Product Knowledge into Daily Support

Through GPTBots.ai, Ruko has built a three-layer AI support system that works inside its existing Zendesk workflows—from frontline responses to backend knowledge ownership:

- **Online AI assistance:** Powered by GPTBots.ai, Ruko's AI assistants on app and website have handled over 3,000+ customer inquiries in **6 months**, deflecting repetitive questions and freeing the team to focus on complex issues.
- **Zendesk ticket acceleration:** GPTBots.ai powers AI-assisted replies directly inside Ruko's Zendesk ticket queue. According to Ruko, this integration has cut ticket response time from approximately two hours to under 10 minutes—a 12x improvement.
- **Knowledge ownership:** Unlike single-purpose service agents, GPTBots.ai lets Ruko's team **directly manage and refine the product knowledge behind every AI response**—so as product lines evolve or customer issues change, the AI stays

accurate without waiting for model retraining. This is the platform advantage: Ruko owns the knowledge, GPTBots.ai provides the execution layer.

Building Service Capacity Alongside Sales Growth

GPTBots.ai enables Ruko to scale AI-powered customer support without replacing existing systems. The platform delivers faster response times, product-accurate answers, and—critically—**gives Ruko direct control over the knowledge and quality behind every AI interaction.** This is the difference between a one-time AI deployment and a sustainable, business-owned capability.

“As Ruko's product sales grow and its sales channels expand, customer inquiries continue to rise,” said Hailey, Customer Service Manager of Ruko. “We needed AI that could scale with us—but we also needed to stay in control of how our products were represented. GPTBots.ai gave us both. Our ticket response time dropped from hours to minutes, and we never had to give up ownership of our product knowledge or how the AI speaks on our behalf.”

“Customer support shouldn't be the bottleneck of sales growth,” said Chris Lo, Founder and CEO of GPTBots.ai. “Brands like Ruko are proving that you can cut response times by 12x without giving up control of how your AI answers. That's what an enterprise-grade AI agent platform is for—fast enough to keep pace with growth, accurate enough to keep improving, and always under the business's control.”

Looking ahead, GPTBots.ai will continue helping enterprises build, own, and evolve their AI-powered customer support—turning every product launch, every channel expansion, and every customer question into an opportunity to deliver faster, smarter, and more controlled service.

About Ruko

Ruko is a consumer electronics brand ranked among the top 15 drone brands globally in 2026, with products sold through Amazon, Best Buy, Walmart, and TikTok. The brand's smart robot product line has been top-ranked in US toy robot buying guides, with strong buyer ratings on BestBuy.com.

About GPTBots.ai

[GPTBots.ai](#) is an enterprise-grade AI agent platform under Aurora Mobile (NASDAQ: JG), offering no-code/low-code AI agent development, deployment, and management for enterprise clients. Through multi-model LLM integration and intelligent workflow automation, GPTBots.ai empowers organizations to enhance customer service, optimize knowledge management, and automate business processes, driving digital innovation and transformation worldwide.

GPTBots.ai's global customers include Axios Management, GP Batteries, and many more.

For more information, please contact: marketing@gptbots.ai

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services. The Company is dedicated to empowering global enterprises with stable, efficient, and intelligent customer interaction solutions. Leveraging its first-mover advantage in mobile messaging, Aurora Mobile has evolved into a comprehensive platform that integrates Omnichannel Engagement, AI-Driven Marketing, Advanced AI Customer Support, and Frictionless Identity Security. Through its flagship brand EngageLab and its robust AI infrastructure GPTBots.ai, the Company helps businesses achieve seamless customer reach, automate complex marketing journeys, and optimize service efficiency with AI agents, accelerating digital transformation for clients worldwide.

For more information, please visit: <https://ir.aurora-mobile.com/>

Media contact: marketing@aurora-mobile.com

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates,” “confident” and similar statements. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile's strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SAAS business model; its ability to maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

For more information, please contact:

Aurora Mobile Limited

E-mail: ir@aurora-mobile.com

Christensen Advisory

Ms. Xiaoyan Su

E-mail: Xiaoyan.Su@christensencomms.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/a704ef74-8f52-4957-b2de-b2ffd34b9987>

