New Adaptive Frontend Widget Enables
Simple, Brand-Safe Launch of AI Chatbots

Berlin, 27 January 2026 – With its new adaptive frontend widget, the leading AI specialist Retresco introduces a solution that enables the easy integration of editorial AI chatbots into publishers' websites and mobile apps. The widget can be embedded at any position within existing digital products using a small code snippet – for example alongside articles, on section pages or within topic specials. The aim is to enable users to interact with editorial content in a contextually meaningful way at a wide range of touchpoints: to research and explore specific topics in greater depth, to quickly clarify pressing questions, or simply to browse the day's content through natural language interactions. In doing so, publishers can increase engagement with their editorial offerings and further strengthen user loyalty to their own brands.

The new frontend widget is aimed at media organisations, specialised editors and similar publishers, opening a wide range of opportunities for innovative reach, monetisation and marketing strategies. It is part of Retresco's question answering solution and enables the efficient, high-quality rollout of interactive chatbot projects across multiple brands and subject areas. Reliable, cross-channel content delivery provides the foundation for regular and dynamic user engagement. Integration takes place in real time via a standard API.

From pilot to production: scaling AI chatbots and Q&A systems effectively
With this new offering, Retresco addresses a key market challenge: AI chatbots and question answering systems often fail due to specific technical requirements, complex customisation processes and the high effort involved in implementation, operation, customisation and design. As a result, many projects stall at a pilot or beta stage.

This is precisely where Retresco comes in. Deploying chatbots via the widget enables a flexible and efficient launch of such solutions, with the goal of sustainably increasing reach and engagement. The frontend widget is designed that publishers can adapt interactive offerings to their corporate design with minimal effort – including branding, logos, fonts, colours, text labels and disclaimers.

The result is a production-ready, responsive UI/UX that can be deployed quickly and includes essential features such as source references, contextual example and follow-up questions, and an integrated feedback module.

Retresco's AI chatbots and question answering solutions are already in use by numerous organisations, including Frankfurter Allgemeine Zeitung, Rheinische Post Mediengruppe, Neue Pressegesellschaft, Rehm Verlag, Hans Soldan and Avoxa – Mediengruppe Deutscher Apotheker.

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Peter Gerich, Head of Digital (Publishing) at Avoxa – Mediengruppe Deutscher Apotheker, comments: "Our innovative chatbot makes specialist content accessible in a completely new way. We have placed particular emphasis on a design-compliant integration as a widget. The RAG chatbot enables natural language, multi-step interactions and significantly lowers the barrier to entry for users. This allows us to make targeted use of new technological possibilities."

Johannes Sommer, CEO of Retresco, adds: "With our question answering solution, publishers can transform their editorial content into dynamic, context-sensitive conversations and now embed these easily via a widget wherever they provide real added value for users. Implementations to date show that editorial chat offerings lead to a significant increase in cross-channel user engagement. With the widget, we are specifically aiming to impact these KPIs."

The new Retresco frontend widget is available with immediate effect and can be easily customised to specific use cases:
https://www.retresco.de/en/question-answering-systems/

About Retresco
Retresco is an AI specialist serving companies in the media, digital commerce, and related industries that require tailored and effective AI solutions. As a pioneer in AI-based language technologies, the Berlin-based company has successfully implemented numerous customer projects since 2008 to help shape business processes efficiently and sustainably.
https://www.retresco.com

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