



Driving User Engagement with Retresco: Q&A Solution with Agentic Capabilities, Performance Analytics, and Usage & Topic Insights

Berlin, 4 March 2026 – AI specialist [Retresco](#) has expanded the functionality and capabilities of its question answering solution, introducing agentic AI and conversational analytics among other enhancements. The solution enables media organisations and publisher to integrate a wide range of verified internal and external databases and APIs as sources for answering user queries. Based on individual user questions, the agent identifies search intent and autonomously determines which data sources to consult, in what sequence and weighting, to generate the most relevant response. Where necessary, the system asks targeted follow-up questions to further refine the query.

The agent unlocks new interaction opportunities for regularly engaging users – for example around stock prices or sports results, as well as local information on elections, events, weather and traffic, and service content from specialised repositories and FAQs. Media organisations and publisher can therefore further strengthen the positioning of their digital offerings as central regional or topic-specific information hubs. At the same time, the range of answerable questions expands significantly, particularly in subject areas where editorial content may not yet exist.

Using trusted, editorially verified sources, robust and thematically comprehensive information hubs can be developed both for fast-moving topics such as elections and for evergreen content. The agent orchestrates data-source selection, organises results and formulates responses in natural language. All agentic process steps and utilised data sources are visible in the frontend.

The new GDPR-compliant conversational analytics API also enables organisations to systematically capture which topics users actually ask about and which information and databases should ideally be integrated into bots. Beyond precise usage data, specific search intents, issues and needs can be identified, along with information gaps in the editorial offering. Available metrics include content insights as well as engagement indicators such as the number of questions asked and unanswered, average questions per session, or clicks on referenced articles and other assets.

The content analysis of user interactions, combined with the agentic capabilities of the question answering solution, increases user satisfaction – both through the ongoing development of topic coverage and through optimisation of the information provided, thereby improving chatbot service quality.

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This combination creates value for product management, editorial and commercial teams: product owners can assess reach, impact and user needs; editorial teams gain visibility into interests and topic gaps; and commercial teams can identify high-demand topics, touchpoints and the effects of interactive offerings on engagement and advertising performance.

“Agentic AI expands the capabilities and scope of our chat applications and question answering systems, enabling our customers to offer their audiences regular reasons to interact every day. Conversational analytics provides the foundation for targeted optimisation and precise editorial steering,” said **Johannes Sommer, CEO of Retresco**.

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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