



Romania is Europe's AI Desert. Good.

650% ROI on AI in the worst AI market in Europe. Here's how we did it.

MATEI PSATTA / HEAD OF GROWTH & AI @ VOLA

Quick intro.

01

Growth marketer & founder.

Blindspot, US-based.

02

~500M organic views over the past 5 years.

Including the most upvoted Reddit post of all time.

03

Automated +50% of my own work.

Using AI and other tools, every day.

How I feel about AI.



We're last. Not 'one of the last'. Last.

5.2%

of Romanian companies use AI in 2025.

Source: Eurostat, December 2025.

DEPARTURES

Denmark	42.0%
Finland	37.8%
Sweden	35.0%
EU avg	20.0%
Poland	8.4%
ROMANIA	5.2%

Dead last in the EU-27.

95% of Romanian companies are still arguing whether AI is real.

Spoiler: it is.

The 5% who ship win the next 5 years.

- No competition. Your category is empty.
- Attention is cheap. Nobody's doomscrolling AI takes here.
- Talent costs less than it ever will again.

The window closes in 24 months. Maybe less.

WHERE THEY ARE

US: 28%.

Nordics: 35-42%.

Western EU climbing fast.

Everyone's doing AI.

Nobody stands out.

WHERE WE ARE

5.2%. Last.

Most companies still in pilot purgatory.

AI is still a story here.

Differentiation is free.

For now.



So we shipped.

*Here's what happened at **Vola**.*

2024 / 2025

VOLA / MONTHLY / AI ENGINE

100,000+

AI conversations per month.

VOLA / PER CONVERSATION

€0.06

Per conversation.



Conversion rate vs traditional traffic.

- We catch intent in real-time. No interruption.
- Live inventory and pricing inside the chat.
- No friction. They want to book, they book.

On one slide, no fluff.

FLIGHT VOLA-AI / ROI BREAKDOWN

Volume

$100,000 \times 12 = 1.2\text{M}$ conversations / year

Operating cost

$1.2\text{M} \times \text{€}0.06 = \text{€}72,000$ / year

Conversion lift

2x baseline traffic

Net ROI

~650%

Your infrastructure is your bottleneck.

01

Build the MVP. Today.

You learn what AI does for you the moment it's running. The roadmap comes after.

02

Break a few eggs.

Your existing infrastructure wasn't built for this. Stop trying to retrofit. Cut what's in the way.

03

MVP, test, scale. In that order.

Most companies do it backwards. They plan the scale, then never ship.

The polished plan ships nothing.

Surveys say customers hate AI.

79% say they prefer humans over AI agents.
SurveyMonkey, 2025

64% would prefer companies didn't use AI at all.
Gartner, 2025

56% have negative feelings about AI in CX.
SurveyMonkey, 2025

If you build a deck around these stats, you'll never ship anything.

Now watch what they actually do.

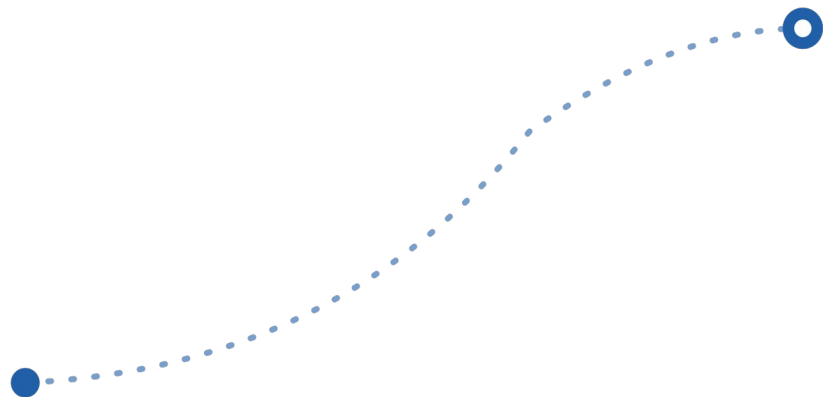
51% prefer bots when they want immediate service.
Zendesk Benchmark

56% prefer AI if it resolves their problem quickly.
Avaya, 2026

82% would talk to a chatbot rather than wait for a human.
Tidio, 2025

Bad AI gets the hate. Good AI gets used.

75%



of Vola customer support, on route to be solved by AI.

- The other 25% goes to humans. That's where they earn it.
- Faster responses. Higher CSAT on AI-handled tickets.
 - Clear escalation. The bot doesn't trap you.

AI beyond sales and support.

ECOMMERCE

Reviews → ad copy.

AI reads your latest reviews and writes ad copy from what customers actually say.

Always fresh. Always relevant.

MARKETING AGENCY

Map every competitor's claim.

AI extracts the Meta Ad Library, maps your competitors' claims, and shows where your positioning slots in.

Two weeks of strategy work. In an afternoon.

B2C DRINKS BRAND

Focus groups with 100+ AI agents.

Test SKU and copy reactions across 100 simulated personas before going live.

AI has 85% parity to human focus groups.

B2B SAAS

100+ landing pages in days.

Generate landing page variants with different claims. Run ad sets against all of them.

Find what works in days, not quarters.

If you only think AI = sales or support, you're missing 90% of the map.

**AI does the volume.
Humans do the edge cases.**

If you take three things from this stage.

01

Stop measuring AI as a feature.

Measure it as a channel. Conversion, CAC, retention, ROI. Same as anything else.

02

Stop asking customers if they want AI.

Just ship good AI. Watch what they do, not what they say.

03

Stop debating.

The AI gap closes in 24 months. Maybe less. The window is now.



***Where 95% are still talking,
shipping is the only moat.***

MATEI PSATTA

Head of Growth & AI @ Vola

Q & A



Thank you.

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