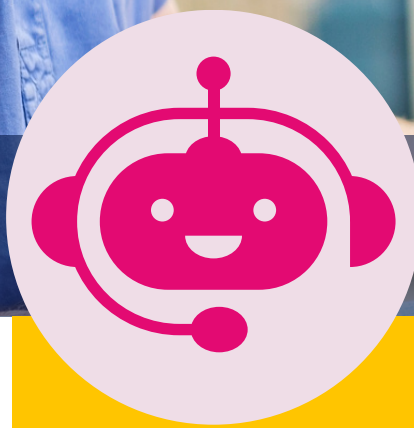




Customer Service Automation for leading UK Insurance Provider

Customer Service AI Assistant



Sector

Insurance

Contact Centre

300+ advisors

Employees

Over 400 employees

About

Founded over two decades ago the company has established itself as a leader in the UK insurance market. The insurer has a focus on providing best of breed customer experiences to over a million pets and their owners nation wide.

The Challenge

A leading pet insurance provider, established as one of the key players in the UK market for almost a quarter-century has earned industry recognition for its achievements, with a particular focus on customer service.

With a number of new entrants to the pet insurance market plus customers wanting instant access to information at any time of the day, the customer service team wanted to transform their digital services - enabling customers to seek answers, get advice and engage with the brand online when their pets needed help.

As a business founded on data and information it was also important to find a solution which would ensure that any data about customers and their interactions could be captured in a streamlined way, enabling the company to meet it's compliance obligations to industry regulators - and also providing the business analysts with an insight into the kinds of questions that customers were asking which might enable them to design specific services.

Project Aims

The company receives large volumes of incoming voice calls, webchats and email enquiries each month. The aim was to help customers in their hour of need which often isn't during office hours. Pets are part of peoples family, and supporting them when they need and also making the lives of the contact centre customer service representatives less stressful and more productive is a big win for both parties.

Having recently implemented an IVR to automate phone calls they looked at automating chat, through the addition of an AI Assistant which sits on the company's website and offers the following benefits:

- Provides access to customer services 24/7 across digital channels
- Improves responsiveness to enquiries using automation where possible
- Enables escalation to customer services when required with full transcript to avoid repeated conversations
- Reduces the number of repetitive enquiries for customer advisors - giving them more time to focus on claims and customers who need more support.

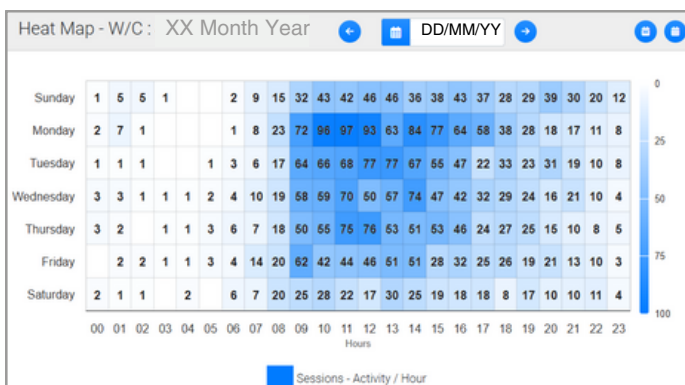
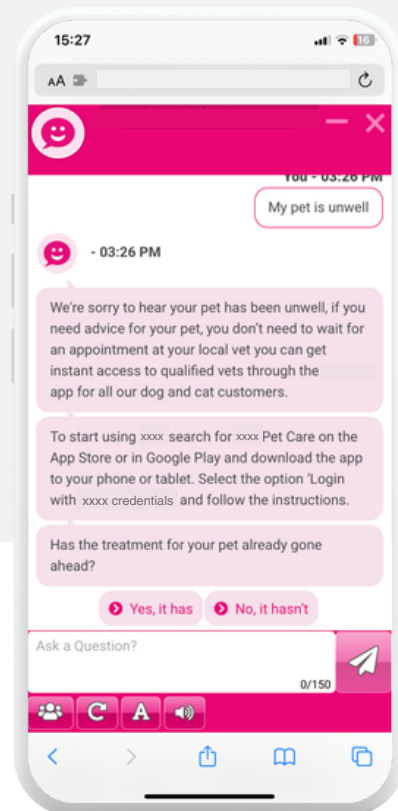
The Approach

The provider worked closely with converse360 and their implementation partner Nasstar to design and create a fully branded AI Assistant for their website, using the no-code drag and drop functionality of the Assist-Me AI Orchestration Platform.

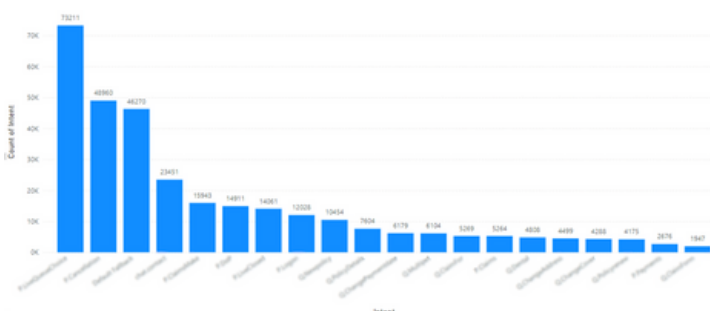
The AI Assistant or Chatbot is trained to understand and respond to the insurance providers most 'frequently requests'. It is able to converse in natural language, triage enquiries, provide links and information and helps to convert web visitors into new leads. For example, by providing advice about how to get a new quote, access their online account, or progress a new claim. It was important to provide a great customer experience inline with the brand - and to offer a seamless transfer to human advisers for more complex enquiries.

Easy set-up, no-coding skills required

Throughout the project the converse360 team was on hand to ensure that everything ran smoothly, however the set-up and design of the AI Assistant required very little technical support and it's easy for the in-house customer services team to manage day-to-day by themselves thanks to the no-code flow builder and drag and drop functionality.



In-built Heatmap (example of a typical week for illustration only)



Customer intent is monitored for easy triage and transfer

Essential Analytics

The highly regulated nature of the industry means that continuous monitoring, and the ability to run reports is critical for insurers.

Assist-Me™ dashboards show all interactions including the number of sessions, time of day and types of enquiry.

Visibility on all feedback helps the team to take a proactive approach when it comes to improving the service and data can easily be extracted for further analysis.

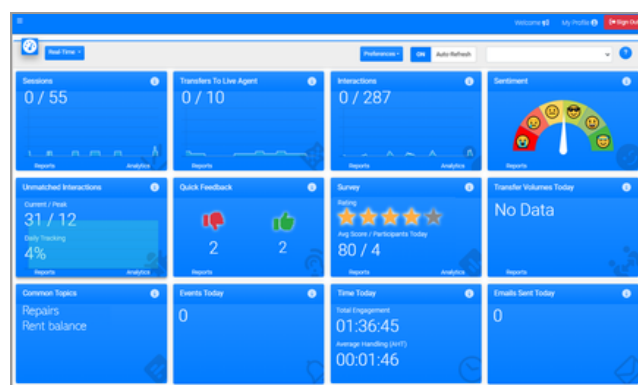
Customer Service When it's Needed, 24/7

Getting an insight into when customers are using the service was important. With an average of **20,000 conversations being handled every month** insight into usage not only enables the customer service team to see when the service is busiest (and identify any spikes), it also shows how many chats their AI Assistant able to resolve automatically, outside of their contact centre open hours.

Effective triaging by 'intent'

In addition to understanding when customers use the service the AI Assistant also identifies 'why'.

Customer intent is mapped against hundreds of topics from technical issues with log-in through to changes with the policy - ensuring that any transfers are routed through to the correct team for speedy resolution.



Assist-Me's inbuilt Management dashboard (for illustration purposes only)

Since going live the AI Assistant has helped the insurance provider to achieve some impressive outcomes. Including a **55-60% reduction in the number of conversations** being routed through to its customer contact centre from its website.

The customer self-service is also helping to reduce the average call length by up to **45 seconds with customer ID&V carried out digitally**, and with transcripts provided to the customer service advisor to save them asking repeat questions.

Providing automation for most routine customer enquiries has freed up **hundreds of hours per month** of customer service time, which can now be spent helping to onboard new customers and assisting existing customers to get claims settled quickly.

However, the most important feedback is from customers themselves, who have given the provider a 5-star rating, with many reviewers citing the efficiency of customer service and claims handling as their reason for giving such positive feedback.



Results so far...

>20,000



More than 20,000 enquiries each month handled by the AI Assistant

>55%



Average percent of enquiries resolved automatically by AI Assistant

>45s



Time saved per live call with Id&V handled automatically

AI Agents for Insurance

Transform customer experiences with an AI Assistant that processes claims while maintaining the human touch.

Streamline settlements, boost transparency and intelligently escalate to human agents when needed, deliver efficient, personalised service your policy holders will love.

Why Work With converse360

converse360 specialises in AI and Automation and have helped numerous clients to launch and run successful projects that deliver measurable benefits.

The Assist-Me™ platform integrates with popular business applications, contact centres and UC systems.

About converse360

converse360 helps businesses deliver a first-class, always-on service to today's connected customer. We provide powerful self-service, AI and automation technology to instantly engage and serve customers 24/7 through Intelligent AI Agents and Voice Assistants. Connectors provide seamless interoperability with your company data, business applications, Contact Centre and UC systems.