



## Groupe IMA Cuts Call Volumes and Speeds Response for 30 Million Drivers with Rasa Architecture

**30M**

drivers supports

**24/7**

intelligent support

### INDUSTRY

Insurance

### LOCATION

Niort, France

### EMPLOYEES

~ 5,000

### COVERAGE

30 million  
drivers

Groupe IMA, a prominent French insurance/assistance provider serving nearly 30 million drivers, was looking to deploy an advanced Voice Virtual Agent that dramatically improved upon its customer interaction and contact center performance. The goal was to integrate the Voice Virtual Agent into its roadside assistance operations, a crucial service for its direct customers and white-label clients.

## Key Takeaways

- Groupe IMA needed a voice agent solution for its 30 million drivers.
- The goal was to reduce non-complex call volumes, improve response times, and boost automated support
- Full-scale deployment demonstrates confidence in Rasa's solution

It selected Rasa, the leading conversational AI platform, after considering several providers.

Rasa's [CALM \(Conversational AI with Language Models\)](#) addressed the unique challenges faced by large-scale enterprises in customer-facing industries. By leveraging advanced conversational AI technologies, Rasa empowers insurance and roadside assistance sectors to deliver seamless, intelligent interactions that improve operational efficiency and customer satisfaction.

## Deployed

across nationwide roadside assistance operations

## Automated

non-complex calls to free up human agents

## Enhanced

customer response times for 30 million drivers

"We're not experimenting with voice. We're deploying it. That's the difference," said Loïc Mayet, Information Systems Director at Groupe IMA. "Rasa helped us architect the solution around our automation goals, and they've been a partner every step of the way."

LOÏC MAYET  
Information Systems Director  
at Groupe IMA

## Challenges

Wanted to improve customer interactions

Needed the right solution

Had to account for 30 million customers

The implementation marked a significant step in optimizing customer service with Rasa's cutting-edge conversational AI platform. It is designed to reduce non-complex call volumes, improve response times, and deliver smarter, automated support.

Implementing Rasa's AI-powered Voice Virtual Assistant is pivotal in enhancing our customer service capabilities. By intelligently deflecting non-complex calls and providing rapid, accurate responses, Groupe IMA can serve nearly 30 million French drivers with unprecedented efficiency and responsiveness.

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## Key Results

Reduce non-complex call volumes

Improve response times

Deliver smarter, automated support

As Rasa continues to expand its presence in the French market, the company remains committed to refining its conversational AI solutions for enterprises across industries. These solutions ensure exceptional customer engagement backed by secure and scalable technologies.

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Rasa simplifies building complex conversational AI by extending LLMs with reliable business logic. Our platform enables enterprises to build sophisticated AI assistants that handle millions of interactions securely—giving you complete control to scale automation. Trusted by Fortune 500 companies, Rasa ensures data privacy, security, and scalability for enterprises. Rasa is privately held, with funding from Accel, Andreessen Horowitz, and Basis Set Ventures.