

GROUPE IMA · CUSTOMER STORY

Groupe IMA cuts call volumes and speeds response for 30 million drivers with Rasa



INSURANCE · NIORT, FRANCE · ~5,000 EMPLOYEES

30M

Drivers supported

24/7

Intelligent support

Key takeaways

Voice at scale

Groupe IMA needed a voice agent solution for its 30 million drivers.

Smarter assistance

The goal was to reduce non-complex call volumes, improve response times, and boost automated support

Secure support

Full-scale deployment demonstrates confidence in Rasa's solution



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.

Challenges

Groupe IMA wanted to improve customer interactions and needed the right solution to support 30 million customers.

The approach

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.

“We're not experimenting with voice. We're deploying it. That's the difference.”

“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

Key results

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, Group IMA can serve nearly 30 million French drivers with unprecedented efficiency and responsiveness.

What comes next

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.

About Rasa

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.

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