

System of Action for Servicing

AI that's purpose-built to deliver the best policyholder experience. The Liberate System of Action for Servicing integrates with your policy administration system to deliver policyholder support through every stage of the insurance lifecycle.

Insurers are investing heavily in customer service operations, yet traditional service models remain difficult to scale efficiently. During periods of high call volume, policyholders are often placed on hold, transferred, or forced to abandon calls altogether, creating friction at moments when responsiveness matters most.

The Liberate System of Action for Servicing provides a new way to service policyholders and scale operations, all while controlling costs, maintaining quality, and adhering to security and compliance requirements. Every call is answered instantly, with up to 90% of service interactions resolved autonomously. With multimodal, multilingual, 24/7 capabilities, Liberate enables insurers to deliver faster, more consistent policyholder experiences while freeing service teams to focus on higher-value interactions. No IVR trees. No hold music. No transfers between departments. Policyholders get immediate resolution across voice and digital channels.

THE CHALLENGE

Policyholders expect fast, consistent service — whether making a payment, updating a policy, checking coverage, or obtaining a certificate of insurance — without long hold times or multiple transfers. While most requests are routine, they consume significant operational resources, making it difficult for call centers to elastically scale with fluctuating demand.

Customer expectations keep rising, and service is now the differentiator. Policyholders expect insurance to be as fast and intuitive as every other digital experience in their lives. When insurers fall short, retention and loyalty suffer — and with rising premiums driving active shopping, carriers that can't deliver lose policyholders to ones that can.

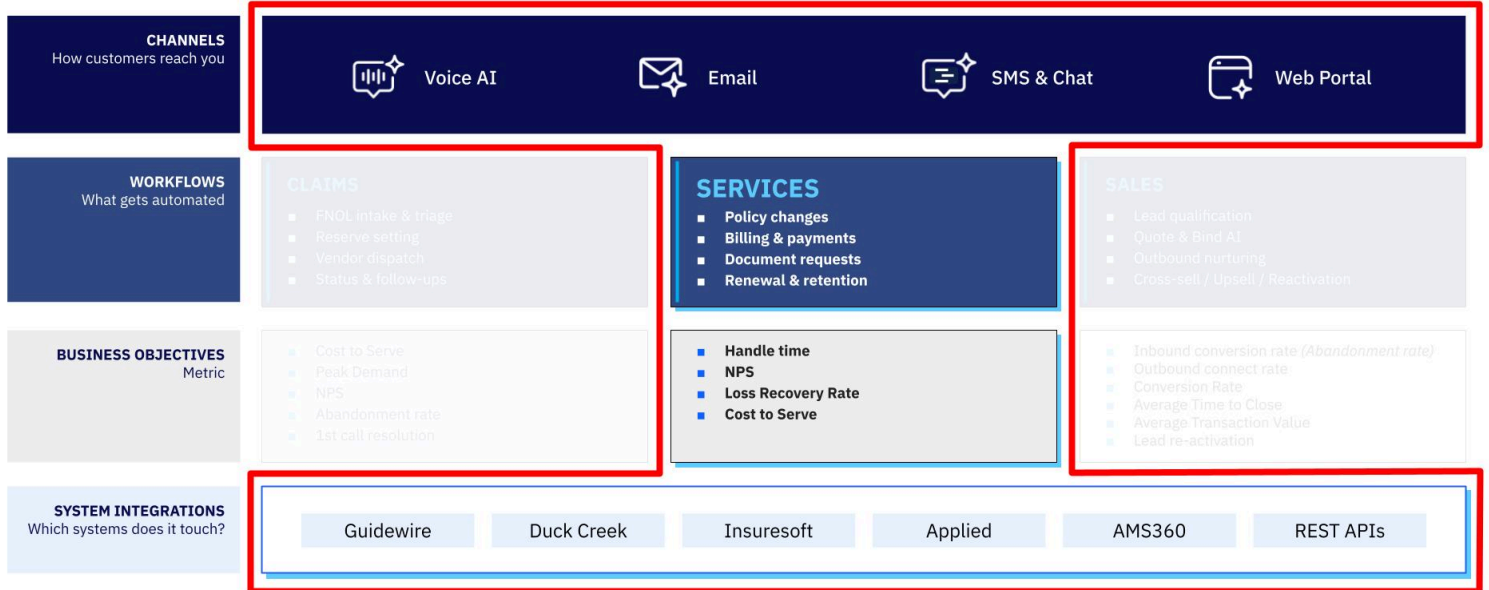
LIBERATE IN ACTION

Liberate's insurance-native AI agents handle entire servicing workflows inside your existing systems, resolving requests, updating records, and executing transactions autonomously. The Liberate System of Action completes insurance tasks, ensuring that every interaction is compliant, recorded, and auditable.

- 01 Policyholder calls, texts or emails.** Liberate AI agent, Nicole, responds instantly across all channels, with a 1-second speed-to-answer, in the policyholder's native language.
- 02 Nicole engages the policyholder in natural conversation,** identifying intent, verifying identity, and gathering structured data. This is not IVR or call deflection.
- 03 The Liberate orchestration engine executes the workflow.** By integrating with your core systems, CRM, billing platform, and document systems, Nicole can verify coverage, deliver documents, update systems and resolve most tasks autonomously in real time. Your staff does not have to manually re-enter data across systems.
- 04 When necessary, Nicole switches channels.** The AI agent can send texts and emails to collect more information, provide confirmation, or deliver documents or proof of insurance in real time.
- 05 For requests requiring human intervention,** Nicole facilitates a warm transfer. Up to 90% of service calls can be completed without human intervention.

System of Action for Servicing

Insurance is a highly regulated industry with specialized requirements. Liberate's insurance-native AI is built to meet the demands of the industry.



KEY BENEFITS

- **Always-on service.** Serve policyholders around the clock.
- **Elastic scalability.** Handle surges in call volume instantly during weather events, renewal periods, or unexpected spikes, without hiring.
- **1-second speed-to-answer.** When you eliminate hold times, policyholders get their needs handled without frustration.
- **Speed-to-service.** With a 50% reduction in call duration, policyholder satisfaction rises.
- **Multilingual, multimodal.** Your policyholder chooses the language and the channel.
- **80% resolution without human intervention,** resulting in higher customer satisfaction and freeing CSRs to focus on more complex service needs.
- **No more data entry.** Voice AI captures structured data that is immediately populated into your systems.
- **Equally effective in personal and commercial insurance settings.** Liberate AI agents are as effective in trucking, travel, and small commercial insurance as they are for auto and home insurance.
- **Secure, compliant, and purpose-built for regulated customer interactions.**

CUSTOMER WINS

Travel Insurance BPO

Xodus autonomously resolves 90% of targeted call types, and achieved measurable value within the first 30 days following deployment.

Property Insurance Carrier

Frontline Insurance resolves 70% of FNOL calls autonomously and reduced call duration time by 53%, creating a better experience for customers.

Ready to see how Liberate's System of Action for Servicing works in your environment?
[Request a demo →](#)