Liberate

CASE STUDY

How Xodus Resolves 90% of Targeted Travel Insurance Calls with Liberate Voice AI.

Xodus Travel Services faced a challenge common to many growing companies: How do you scale operations without sacrificing the customer experience? It's a longstanding business challenge, but advances in Voice AI offer proven ways to solve it.

The Challenge

Combining Technology with Human-Centered Service

When the COVID-19 pandemic shut down many aspects of regular life, it also exposed gaps in the travel insurance industry. Xodus emerged to fill in those gaps.

Xodus is a business process outsourcing (BPO) partner dedicated to helping insurers and partners deliver travel insurance service. The Canadian company aims to combine modern technology solutions with human support. To deliver on that promise, Xodus needed technology that enables representatives to work more efficiently while maintaining a high-quality customer experience.

Xodus Travel Services Inc.

> Liberate was selected based on a business referral as well as its specialized focus and expertise within the insurance industry.

KIM CONNOR, CHIEF CUSTOMER OFFICER, XODUS TRAVEL SERVICES

The Operational Cost of Misrouted Calls

Xodus' IVR system was not consistently routing calls to the appropriate department. As a result, customer service representatives often had to determine where callers needed to go and complete additional transfers when calls were misrouted.

The inefficiencies created challenges for both customers and staff, including increased call volume, customer frustration, inefficient workflows, longer average handle times and reduced agent capacity for more complex, high-value customer interactions. These inefficiencies created operational drag at a time when Xodus was focused on scaling efficiently.

To solve these challenges, Xodus needed a tech-enabled way to pre-screen inbound calls.

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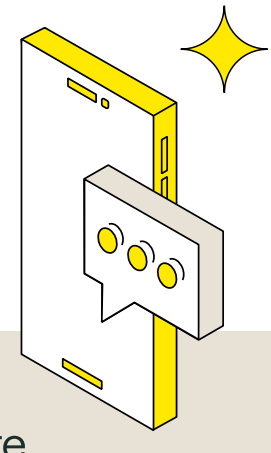
The Solution

Reducing Friction With Voice AI

Another key issue for Xodus was the challenge of managing service peaks and valleys. The company's call volume is very susceptible to weather events and airline disruptions.

The Liberate AI platform emerged as the best solution. Xodus decided to start with two use cases. One involved pre-screening and routing TPA-related calls. The other provided claim status updates.

Liberate Voice AI can handle a wide range of inbound and outbound calls, with 24/7 availability, zero wait times, and unlimited scalability.



> With Liberate, we have more flexibility in how we allocate calls between the AI agent and human agents. Now, Liberate is positioned to handle our routine calls, while we direct our human agents to high-value and complex situations. This is where we see the greatest impact and the greatest potential.

KIM CONNOR, CHIEF CUSTOMER OFFICER
XODUS TRAVEL SERVICES

90%

of targeted call resolved without escalation to a live agent.

37.5%

reduction in call abandonment.

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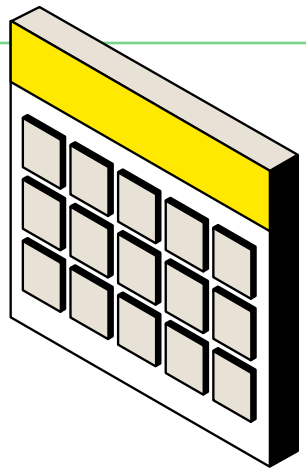
The Outcome: Value in 30 Days

Within **just 30 days of deployment**, Xodus was already seeing measurable value.

GOAL	OUTCOME
Improve the average speed-to-answer.	**Liberate answers on the first ring, with no hold times.**
Maintain already high service standards.	**Customers say the AI agent is intuitive, humanlike and efficient.**
Deliver exceptional service in both English and Quebec French. 16% of calls are conducted in French.	**Liberate enables frictionless transitions between languages, across voice, email and SMS.**
Lower the call abandonment rate to ensure compliance with Service Level Agreements (SLAs).	**Call abandonment has been dropped by 3 percentage points, which translates to a relative improvement of 37.5%.** **"*This is impactful*," Chief Experience Officer, Jason Nagy explains. "*It can determine whether we achieve our SLA*."**
Resolve a high percentage of calls without human intervention.	**Liberate resolves approximately 90% of the calls it handles without escalation to a live agent. These include existing claim status calls, wrong department/wrong vendor calls, and other sales and service related calls.**
Monitor analytics and conduct human-led spot checks to ensure ongoing performance.	**Liberate governance, auditability and security are functioning "quite well."**

> **Xodus achieved measurable value within the first 30 days following deployment.**

KIM CONNOR, CHIEF CUSTOMER OFFICER
XODUS TRAVEL SERVICES



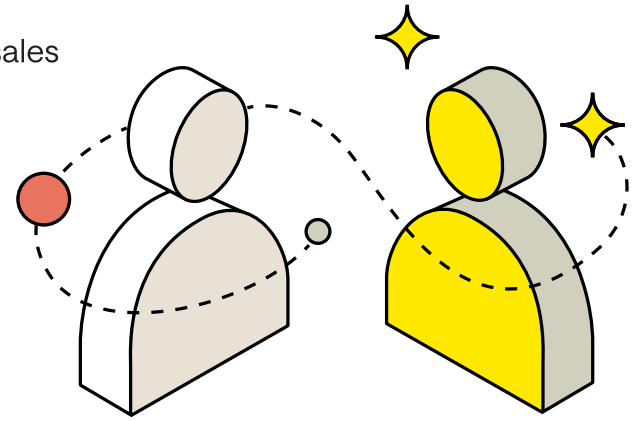
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Next on the AI Horizon

Now that the Voice AI is in place and performing well, Xodus plans to expand its capabilities. “We see a large potential benefit from this technology and the more we engage, the more we can scale,” Connor explains.

Next, Xodus plans to embed the AI agent into its quote-to-sales workflow, extending automation beyond customer service and into revenue-generating operations.



Insurance runs on Liberate

Liberate AI answers every call, resolves routine service requests end-to-end, and writes back to your systems without adding headcount.

$100B	10M+	70+	8
Premiums on Network	Monthly Tasks Automated	Carriers and Agencies Live	Weeks or Less to Go-Live

Zero-Wait. Every Channel.
COIs, endorsements, claim status, and FNOL across voice, email, and SMS. 24/7.

Compliance Built In.
Every interaction logged. ACORD forms auto-generated. E&O risk cut.

Full Execution, Not Just Intake.
AI logs into carrier portals and writes back to the AMS.

SCAN TO REQUEST A DEMO

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