

**AEGON**



Customer story

# Chatbot journey.

The journey from FAQ Chatbot to 5 star Virtual Assistant.

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# 1. Introduction

In today's digital world, customers increasingly expect a sophisticated self-serve solution that allows them to get their job done quickly, from whichever channel that may be. For multinational insurance group, Aegon, this change in customer demands sparked the start of a journey to automation.

**“I'm going to build a Virtual Assistant, but not a chatbot. A chatbot is just a robot that can chat, but a Virtual Assistant can really do things for you.”**

- Chi Fung - Product Owner at Aegon

## 2. Goals

In December 2017, Aegon decided to take on the challenge of creating a '5 star Virtual Assistant' to automate most of its processes and offer customers 24/7 digital support. By utilising chatbot technology and conversational AI, Aegon hoped to generate a reduction in contact costs and an increase in NPS. Chi Fung, Product Owner at Aegon recalls - "One of the first things I did when I joined AEGON, was tell the board of directors what I was going to do. I told them "I'm going to build a Virtual Assistant, but not a chatbot". A chatbot is just a robot that can chat, but a Virtual Assistant can really do things for you."

## 3. Development of the Virtual Assistant

Aegon reached out to us in pursuit of a Virtual Assistant that could answer questions, automate processes & transactions, and most importantly, offer a warm handover to a live chat agent when the customer could not be helped. After a quick consultation, Aegon decided to start out with a basic FAQ chatbot and eventually develop it into a multi-purpose Virtual Assistant.

After 4 months, the FAQ chatbot was rolled out on the Service & Contact page, answering basic customer questions and offering a warm transfer to live chat when the customer could not be helped by the bot. The warm transfer ensures that the customer's conversation with the bot is passed onto the live-chat agent, meaning the customer doesn't have to repeat what he/she already said.

## 4. Results

As of October 2019, the bot has been rolled out on all webpages and handles more than 2000 conversations per week. 75% of those conversations are conversations which the bot can handle entirely on its own. The recognition rate - a KPI used to measure how well the bot recognises the customer's intent - currently stands at 88.5%. In addition, NPS has improved by +20. The contact intention - a measure of the desire to have contact with a customer support representative - has fallen by 10%.



**2000+**  
conversations



**88.5%**  
Recognition  
Rate



**10%**  
Drop of  
Contact Intention



## 5. Moving towards the 5 star Virtual Assistant

Moving forward, Chi adds - “We have a lot of goals for the coming years, but what we really want to do is to create the ultimate 5 star Virtual Assistant that can truly assist everyone, even our own internal colleagues, entrepreneurs, and prospects.”

In the upcoming quarter, Aegon plans to complete the shift from FAQ bot to 5 star Virtual Assistant by integrating the bot with the ‘Mijn Aegon’ environment, allowing customers to make changes to their account without the need for human intervention. In addition, AEGON plans to offer identity management through the Virtual Assistant and integrate with Google Assistant.

For other companies looking to invest in chatbot technology and AI, Chi leaves a final remark - “The world is moving forward and everything’s changing at a fast pace. Often you think, maybe we should wait for the best solution, for AI to develop further. But in fact, you just need to start and grow with the world and improve as you go along. If you wait for the best ideas to come along then you’ve already missed out on other opportunities.”



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