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Customer story

# Customer driven digitalization.

How an insurance company achieves customer driven digitalization via its chatbot.

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# 1. Introduction

In the current rapidly evolving digital era, this insurance company actively seizes technological opportunities to transform its traditional business processes. As communication between humans and machines has started to evolve, the company decided to revolutionize its customer engagement strategies by launching a conversational, user-friendly chatbot.



## 2. Problem & Goals

As the Customer Journey Expert explains, there was a clear need to transform the customer experience to better serve the digital generation - “We were very good at publishing things which nobody reads. 50% of our online visitors did not reach their goal or find an answer to their question. And because these customers had to eventually call us to reach their goal, this led to dissatisfaction.”

With the primary goal to help their existing customers in a better, faster and more digital way, the company strived for a radical transformation of the website. They obtained a CMS from DigitalCX within which they could design and build their own dialogues and monitor customer interactions in real time.

# 3. Solution

The solution is a chatbot that replaces the previously disarrayed website with reactive and proactive dialogues and basic answers designed to respond to all kinds of customer questions. From drawing board to launch, the chatbot took 6 months to build.

As the Product Owner explains, “The launch of a chatbot is only the start. We have never learned so fast from customer behavior”. To get the most impact out of a chatbot, continuous optimization is key. With customer insight data and feedback readily available, the process of analyzing and optimizing is simple. The company can easily see which questions are asked, which topics are most relevant, the stage at which customers are dropping out of a dialog and which parts of the interaction they are most unsatisfied with.



# 4. Results

With more of the frequently asked, basic questions being answered through the chatbot, waste calls have been reduced, allowing the call center agent to devote more time to the highly-specific customer questions. Additionally, being able to access and draw upon content in a vast knowledge base, the role of the call center agent has been streamlined.

“Perhaps the biggest benefit of all is knowing exactly what the customer wants in (almost) real time. The chatbot forces our whole organization to think in terms of customers journeys.

As a result, we can better align our strategies and communication across departments, effectively reducing organizational silos. Our learning curve has gone up really fast!” explains the Product Owner. The chatbot has proved a great success. 85% of visitors now find their answer through the chatbot and NPS has increased by 40 points.

# 5. Future plans

Looking ahead, the company plans to take its automated customer experience to the next level by seizing the array of opportunity that DigitalCX has to offer. Working alongside DigitalCX, the company plans to explore a different type of Dialog within the DigitalCX platform which would enable the company to replace its traditional paper forms with online conversational forms.

The company also plans to increase its chatbot touchpoints by implementing the chatbot behind the login for more personalized conversations. In addition, it considers expanding this service platform to other suppliers in the value chain.



40 points  
NPS increase



85% of visitors find  
answer through  
chatbot



Further explore  
solutions of  
DigitalCX



Implementing  
chatbot behind  
login



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