

OHRA

Customer story

Reducing operational costs.

How an insurer reduced operational costs by 27%
with the help of its chatbot

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1. Introduction

This insurance company provides non-life, life and health insurance products to more than 800,000 customers. Over the years they transformed into a digital insurer striving to make things as easy as possible for their customers. By offering simple solutions that can be arranged directly and hassle free, customer satisfaction continues to remain high. 75% of all communication and 55% of claims handlings now happen digitally. Attributed to this high level of satisfaction is an online intelligent assistant which was integrated into its service strategy from 2014-2015, marking the start of an organisation-wide digital transformation.

2. Problem

Prior to implementation of the intelligent assistant, the company experienced high call volumes and operational costs. Although NPS was moderately high (7.6), 70% of online visitors could not find an answer to their initial question, leading to customer-dissatisfaction and a heavy influx of calls. .



3. Solution

The first intelligent assistant appeared on the company's site in April 2015, strategically placed on the health insurance reimbursement page where most questions were asked. The company hoped that this increase in digitalisation and automation in its customer service would spark an increase in customer satisfaction and reduction in operational costs.

After a successful pilot, call volume decreased by **6%** and email volume by **10%**. Additionally, online self-service increased by **40%** and valuable customer insight was obtained. While these first results were promising, customer satisfaction still lagged.

A customer satisfaction survey revealed the two primary causes behind this dissatisfaction. First, the avatar - resembling a human - was often confused for a real person, resulting in questions being asked which could not be recognised by the NLP. Second, the company was not thinking in terms of the customer journey (where did the visitor come from? which answer did he/she receive? why wasn't he/she happy with the answer?) which often resulted in unsatisfactory & irrelevant responses. Subsequently, the insurer introduced a different avatar for its bot and began working closely with DigitalCX to optimise its content.

4. Results

Continuous optimisation and collaborative efforts across departments proved the key to success. Four years later, digital communication has increased from 40% to 75% of all interaction, call & email volume has decreased by 40% and operational costs have reduced by 27%. Additionally, customer satisfaction has increased by 35 % as a direct result of using the chatbot.



**40% decrease
in call & email
volume**



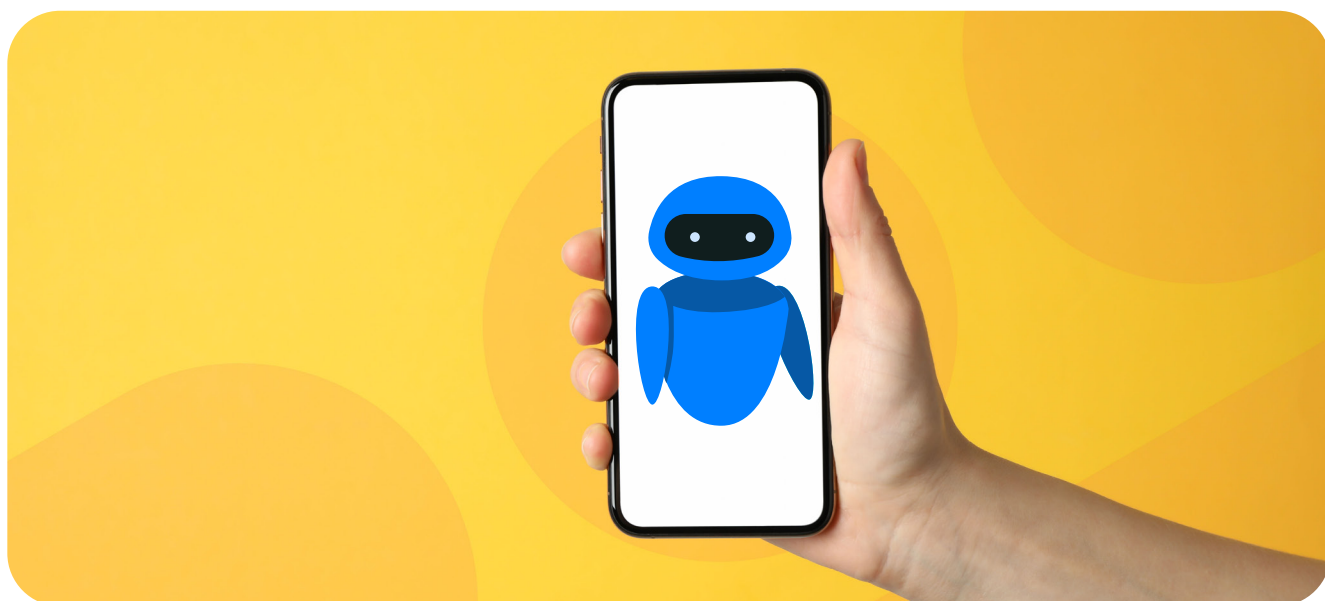
**27% reduction
in operational
costs rate up to
90%**



**35% increase
in customer
satisfaction**

5. Future plans

In response to the growing demands of a digitally orientated customer-base, the company strives to continuously optimise and innovate. Having evolved from a basic question-answer bot on just one web-page to a dynamic intelligent assistant driven by context, the company hopes to further expand its outreach by placing the bot in other environments such as in- app and behind the log in.



6. Take-aways

While the chatbot continues to prove its worth, the company provides some key takeaways to ensure chatbot success:

1. Choose the right avatar.

Choose an avatar that makes it clear from the beginning that the customer is interacting with a bot, not a human. A bot won't understand a user's life story.

2. Listen to your customers.

Feedback is key to success. Find out why your customers aren't satisfied and optimise accordingly.

3. Optimise step by step & keep your organisation aligned.

It's crucial to optimise regularly, taking a step by step approach. But equally as important is keeping your organisation aligned. Ensure everyone shares the same goals and understanding.





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