



TECHNOLOGY & DIGITAL

## Deployed a customer-centric, AI-driven digital assistant to augment customer experience and increase operational efficiency

The client partnered with Xceedance to facilitate real-time support to customers and agents, transforming customer-agent engagement and increasing the overall efficiency of underwriting processes.



## The Client

A US-based limited liability company offering commercial and residential property insurance in coastal areas with high catastrophe risks.

## The Challenge

The client wanted to transform its agent-customer interactions to make them more efficient and customer centric. The company required a solution that would enable seamless customer experience, ease of access, and instant resolution of customer queries. That called for a robust solution allowing the automation of repetitive and frequent interactions, thereby managing a significant portion of the customers' and agents' requests.

The client's team identified specific requirements to ensure customer loyalty and brand engagement:

- ▶ Ensuring 24/7 availability of customer care
- ▶ Quick resolution of frequent/repetitive queries
- ▶ Making support processes seamless and easy-to-access

The client partnered with Xceedance owing to our vast experience in the insurance industry and technological prowess, specifically our expertise around powerful AI/NLP engines. The robust chatbot solution, as envisaged by the Xceedance team, included the following key components:

- ▶ **Environment**  
An enabling environment with a powerful NLP core and context interpretation capabilities
- ▶ **Question and Answer System**  
An essential tool responsible for answering frequently asked questions, and learning and improving through manual and automated training

### ▶ Plugins

Plugins to facilitate smooth integration of chatbot solution APIs and other intelligent automation components without the challenges associated with building new features.

## The Solution

Our team designed a virtual assistant platform catering to the client's unique business needs and combined the best of business, technological and human intelligence. We developed and deployed a powerful AI-driven digital assistant, enabling the client to meet customers' and agents' needs round-the-clock. The Xceedance Digital Assistant empowered the client to achieve operational effectiveness across several processes, including automating FAQs and information updates, providing real-time customer service, and enabling secured payments. The chatbot leveraged NLP, Machine Learning (ML), and Artificial Intelligence (AI) to register conversations with specific users, incorporate them in its memory for future interactions, and learn and grow over time.

### Here's what the current and the future phases of implementation entail:

NOW	LATER
Selection-based bot	Multilingual
Contextual Bot (NLP, NLU)	Chatbot Console
Speech Recognition	Integrations with Leading PAS and Claims System
Bot Analytics	Deep Learning
Transfer to Live Agent	-

## Proven Results

The Xceedance Digital Assistant solution set helps the client:

- ▶ Contribute to an overall increase in efficiency of underwriting processes
- ▶ Reduce operational costs significantly
- ▶ Allow the collection of feedback and complaints from agents and brokers
- ▶ Achieve customer satisfaction and loyalty
- ▶ Facilitate an improved experience for policyholders through an embedded self-service option that provides information and resolves issues promptly and efficiently



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