

CASE STUDY

Life Insurance Company

Virtual Agent



One of the largest mutual life insurance companies in the United States wants to deliver the highest degree of customer service to their consumer base as well as better serve their own workforce. Their objective is to reduce the amount of time needed to effectively resolve high-volume customer and employees requests. With a large, international base of over 10,000 employees and a similarly sized customer base, they began to entertain the possibility of deploying a cognitive solution to help mitigate the torrent of requests they were receiving on a daily basis.

For them, it was vital that any cognitive technology they were considering could actually communicate with their employees and customers in a humanlike, natural manner. They held no interest in implementing a standard chat bot solution commonly found on many websites today, but rather a virtual agent that could understand the intent and context of a request and engage in conversationally intelligent dialogue. Amelia successfully showcased these exact features to high-level decision-makers from the company and initiated a proof of concept for specific uses cases earlier in the year.

On the employee-facing side, Amelia was taught how to respond to eligibility questions regarding an employee's health and dental insurance plans depending on their state of residence. In terms of customer requests, Amelia learned how to process an address change, a loan request and change the frequency of payments on an account.

Currently, Amelia has been in user acceptance testing for these business cases and has generated a 95% success rate so far. The success rate metric reflects the accuracy and coverage of Amelia through online chat, including moments of call escalation – in essence, she is handling conversations correctly 95% of the time. As a result of her early success via online chat and the way she interacts with clients so naturally, the insurance client has given us the green light to deploy her voice capabilities within other segments of their business infrastructure.

At a Glance

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