

IBM Watson for Insurance

Transforming customer service
with conversational AI

Industry context

The rise of insurance aggregators has eroded the influence of traditional intermediaries and opened up the insurance market, empowering a new generation of digital consumers to switch providers quickly and easily.

This creates opportunities for insurers to win new customers, but it also threatens existing relationships. To maintain market share and avoid the heavy cost of customer acquisition, providers need to find new ways to build trust and maintain the loyalty of their existing client-base.

Challenges

Increased expectations

The ability to switch insurers easily means that customers can afford to demand more from their providers.

Recent studies show that:

41% of customers who switch insurer claim that their previous provider was unable to meet their changing needs.¹

29% say that poor service was a factor in their decision.¹

72% of customers find insurance terminology confusing, making it difficult for them to interact with their insurer.²

To deliver the flexible, high-quality services that today's customers demand, insurers need to increase their focus on customer engagement.

Instant engagement

Today's consumers expect to be able to interact with providers however, whenever, and wherever they choose.

If they have an accident or suffer a robbery at night, they don't want to wait until the next morning to get advice.

And when they phone the call-center, they don't expect to be put on hold until an agent is available—they want an answer now.

Solution

Insurers can use artificial intelligence to solve their customer engagement challenges.

By introducing **AI assistants**, they can augment and extend the capabilities of their call center teams.

For example, AI assistants can be trained to answer domain-specific questions and provide relevant information to call-center agents and intermediaries—or even to customers directly.

Benefits

Provide answers 24/7. Whenever a customer needs help, they can get the information they need instantly

Handle thousands of interactions simultaneously, so there is no need to keep customers waiting for the next available agent

Walk customers through routine processes, and help them complete tasks in seconds without delays or paperwork

Deliver contextual information to help customers understand insurance topics at their own pace and make confident, informed decisions

Contact us



For more information regarding this offering or any of our services, please contact your Watson Sales Representative or visit ibm.biz/watsonplatform-scheduler

Sources:

- <https://www-935.ibm.com/services/us/gbs/thoughtleadership/insuranceretention/>
- <https://today.yougov.com/topics/finance/articles-reports/2017/07/18/trust-in-insurance/>