



Multinational life insurance company enhances CX powered by Uniphore's U-Self Serve™

A global life insurance company with a presence in over 50 countries currently insures over 100 million lives, including 3.6+ million lives in India.

CHALLENGES

- ▶ Inability to engage with its long-term, high-value customers
- ▶ Unavailability of an automated self-service platform for repetitive queries
- ▶ Non-existence of a digital avatar for brand awareness
- ▶ Not equipped to support its continuously expanding client base
- ▶ High cost of operations burdening the company finances.

SOLUTION

- ▶ U-Self Serve™— Omnichannel AI-driven intelligent virtual assistant (IVA) driving customer engagement and increasing self-service and automation rates across IVR, web and mobile.

BUSINESS BENEFITS

- ▶ Enabled customer self-service through an omnichannel 24X7 IVA
- ▶ Aided customers with easy access to transaction details
- ▶ Improved sales efficiency to convert leads
- ▶ Recommended other products to customers
- ▶ Handled FAQs seamlessly with faster and easier navigation
- ▶ Enhanced customer engagement through marketing resources
- ▶ Automated relevant notifications, reminders, and real-time alerts

THE BUSINESS NEED

The company wanted a business solution that would enable its consumers with an intuitive voice and text interfaced, self-service platform. In other words, provide them with an intelligent virtual assistant that could understand account-related queries spoken in natural language and resolve them at the customers' convenience and in real time.

A 24/7 INTELLIGENT VIRTUAL ASSISTANT

U-Self Serve™ was chosen for its robust omnichannel, multi-lingual and AI driven Natural Language Understanding (NLU) engine—capable of understanding customer “Intent” from voice and text inputs. It could also provide instant, customized and precise results by parsing natural language questions and matching these questions with a single correct answer. The U-Self Serve™ NLU engine achieved this using advanced, machine-learning capabilities and became more efficient in understanding customers' needs and intents with each interaction, irrespective of the queries coming in an unstructured format.

An interactive mobile application was built with the capability to act as a personal assistant to users, allowing them to set reminders for due dates and other key transactions. The intelligent virtual assistant based on U-Self Serve™ enabled customers to access transactional information, update requests, appointments, and download documents. It also eliminated the need for IVR menus in customer care channels.



About Uniphore

Uniphore is a global Conversational AI technology company with offices in the U.S., India and Singapore. Uniphore believes the future of customer service is every voice being truly heard. The Company's vision is to bridge the gap between people and machines through voice. Uniphore enables businesses globally to deliver transformational customer service by providing a platform of Conversational Analytics, Conversational Assistant and Conversational Security that changes the way enterprises engage their consumers, build loyalty and realize efficiencies.

For more information on how Uniphore delivers business value using Conversational Service Automation, please visit www.uniphore.com

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