



DAMOVO

Intelligent self-service  
solution at a large  
American Insurance  
Provider





## Change Driver

The customer service department of a large American insurance and financial services provider receives over 50 thousand calls per month from policy holders and insurance agents.

The majority of calls are related to simple requests such as account balance queries, withdrawals, retirement distributions and form requests. These routine inquiries take up a great deal of time - diverting customer service representatives from the more complex calls.

The company was therefore looking for a way to reduce call volumes and also modernize the contact center with a frictionless, conversational and intelligent self-service solution.

A positive customer experience however was still crucial. The solution must not “over-automate” and alienate the majority of their customer base (age 67+), but still meet the expectations of future customers.



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## Damovo Approach

Damovo implemented an IVR solution utilizing Text-to-Speech (TTS), Automatic Speech Recognition (ASR) and Natural Language Understanding (NLU) technologies - integrated into the company's databases via open standards and APIs.

Policyholders and insurance agents can now make their requests in natural, conversational language over the phone. The IVR provides a response using web services to query the same databases as the customer service team. The IVR can also email forms directly to the customer or insurance agent.

Pre-defined rules determine scenarios whereby more complex requests require the IVR to automatically transfer the caller to a customer service representative. The IVR provides caller data to their desktop so they can quickly assist and avoid repetition that could frustrate the customer.

The solution provides a natural, conversational and frictionless customer experience for both insurance agents and policyholders.





## Customer Value

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### How the company/customer service rep benefits:

The automation of responses to simple, recurring policyholder and insurance agent inquiries, frees up the contact center representatives so that they can focus on the more complex, consultative calls that may generate more business.

#### Benefits:

- Streamlined self-service provision
- Increased first call resolution rates
- Reduced call waiting times
- Faster resolution of complex issues – resulting in happier customers
- Lower labor costs

### How the policyholder/insurance agent benefits

The policyholder/ insurance agent can more readily access information at their own convenience (24/7) – without having to wait to speak to the customer services team.

Reduced call waiting times and improved first call resolution both result in a more positive experience – removing the sense of frustration that is caused by long contact center call queues.

Policyholders and insurance agents with more complex requests will get through to an expert quicker – resulting in faster resolution and less stress.