



Exceptional  
Customer  
Contact

# USING AI TO INSURE A GREAT CUSTOMER EXPERIENCE AT AGEAS



## CONTACT CENTRE - SELF-SERVICE

### CUSTOMER OPPORTUNITY

As part of its service commitment, Ageas decided to enhance its customer choice by introducing AI and voice bot options to support customers with straightforward queries. This would offer customers choice over how they interacted with Ageas while maintaining the availability of contact centre consultants for complex enquiries.

Ageas invited IPI, and a number of other suppliers, to join the RFI process. After narrowing down its selection to two vendors, IPI's proof of concept was found to best meet Ageas's criteria and was named its supplier of choice for voice bots.

### ABOUT AGEAS

Ageas is one of the UK's largest insurers, providing personal motor and home insurance to over four million customers. Ageas UK works to provide great value all the time and brilliant service where it matters.

### HOW WE ENABLED IT

Once selected, IPI began work on the delivery of the voice bot to Ageas' Avaya contact centre platform. The new voice bot is based on [IPI Cloud AI](#), a SaaS-based portfolio of IPI's own self-service applications teamed with AI capability from the world's leading vendors.

To create the voice bot's functionality, IPI designed the system to undertake a robust Identification & Verification (ID&V) process using IPI's [ID Me](#). ID Me uses sophisticated techniques, including speech recognition to quickly and automatically identify and verify customers in a matter of seconds, and frees contact centre consultants to focus on the actual reason for a customer's call. ID Me presents Ageas's consultants with all the relevant customer details via a screen pop, confirming the ID Me interaction and verification status of the caller. As a result, the consultant can start helping the customer immediately, significantly reducing average handling time and increasing customer satisfaction.

For those customers who don't need to speak to a consultant but are happy to self-serve online (for example customers making changes to their policies, renewing or simply reviewing their policy documents), Ageas implemented IPI's [Send Me](#) module. Send Me takes requests from customers 24/7, quickly and accurately collects contact details and feeds this information directly into Ageas's fulfilment processes. Instead of tying up consultants with routine requests, Send Me enables Ageas to automatically give customers the option of fast access to their online account by sending an SMS link when they are calling in from their mobile phone.

Both of these applications have been integrated seamlessly into Ageas's existing contact centre infrastructure, providing next-generation AI capability, simply and cost-effectively all through its current Avaya platform.



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### UNDERWRITING ITS OPERATION THROUGH GREAT CX

Since implementing the new ID&V process on IPI's voice bot, Ageas has seen some great results. Initially, the new system was fully identifying and verifying between 67 – 70% of customers who called. To improve this figure, IPI and Ageas carried out a systematic tuning process to optimise the voice bot's outcomes for customers. IPI and Ageas looked at how questions were phrased, analysed the information provided by customers and at what point in the journey they did so. They also reviewed customer verbatims to understand where they were failing within the process. Once this assessment was complete, changes were then made, tracked and reviewed until the desired target was reached. Ageas have consistently achieved around 80% of all calls being fully verified.

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#### OUR CUSTOMER IS HAPPY BECAUSE:

We had high expectations for IPI and have not been disappointed. IPI has been an excellent partner throughout, collaborating with our team to deliver a best-in-class solution that provides the great service our customers expect and deserve.

This whole exercise has demonstrated where technology can be used to support our contact centres, handling straightforward activity, thereby enabling our contact centre consultants to do what they do best – delivering brilliant service. We are also providing customers with more channel choice, enabling them to move to our self-service online account where this works for them.

We are delighted with the results we have seen so far and are continuing to explore new uses for this technology in our contact centres to make the best use of our precious and highly skilled contact centre team to deliver brilliant service where it matters.

Tracy Sheldon, Head of Continuous Improvement, Ageas UK

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The feedback from Ageas's contact centre consultants has been equally good. They are now able to have **IMPROVED CONVERSATIONS** with customers, as they can greet customers by name and can **FOCUS ON THE REASON FOR THE CUSTOMER'S CALL**, as the required customer identification and verification process has been completed by IPI's voice bot. This has led to an overall reduction of 40 – 45 seconds per call on fully verified calls. For those calls where the caller is identified but not able to be verified, the solution still delivers a saving of around 20 – 30 seconds per call.

Using IPI's Send Me within the Ageas IVR, customers are given the option of making use of Ageas's self-service, online portal if they prefer. They too are benefitting from a smoother and more efficient process. By expanding the choice available, Ageas is continuing to offer its customers a great service delivered in a way best suited to their needs. In focusing on the improvement of its customer journeys, with no impact to service delivery, Ageas has maintained its already strong Net Promoter Score (NPS).

Implementing a new voice bot was very much a strategic initiative for **AGEAS – A COMPANY COMMITTED TO PROVIDING THE BEST POSSIBLE SERVICE TO ITS CUSTOMERS**. Due to the success of the implementation to date, Ageas is now looking at rolling out the functionality to other departments within the organisation, as well as investigating other use cases for process automation using IPI Cloud AI.

IPI Cloud AI has led to an overall **REDUCTION OF 40-45 SECONDS** per fully verified call