

Case Study

Large Insurance Company in India Fast-tracked Insurance Quote Generation with RPA, Chatbot, Email and WhatsApp



Problem Statement

The customer is one of the top 3 largest private sector insurance companies in India. The company receives huge number of requests for two wheelers, as well as fire and burglary insurance from SMEs through various medium like email, direct branch request, phone, field service agents and third party resellers.

Customer information provided is mostly in the raw document format which needs to be sorted and enter into system manually. This becomes a time consuming and mundane task.

Due to high volume and target pressure, human agents tend to do error while filling information. This increases to and fro with customer and time to provide quotation. This also affects the compliance SLAs.



Challenges



Collecting and reading data from documents





Chances of errors due to human intervention



Higher TAT due to manual process



Erroneous data due to document or image quality



AutomationEdge RPA integrated with Chatbot, Email and WhatsApp Automation

Case 1

Chatbot and RPA for Two-wheeler and SMEs fire and burglary insurance quote generation

A Chatbot with RPA in the background was launched on customer's company website. This was a guided chatbot trained to gather required information to generate insurance quote. Since launch, Chatbot was used by over 60,000 customers for two wheeler query resolution and 10% customer have generated two-wheeler insurance quotes without any human intervention.

Chatbot has also handled more than 4,000 SME focused cases.

Process before Automation



Customer sends Query through email, website form, reseller agent



Customer also sends documents and information as physical or scanned images



Back-office executives **need to check the eligibility of application**from the provided information



Executive will send quotation in email or as hard copy to the customer.

Process after Automation



Customer initiates interaction with website chatbot and rasies query regarding the policy/quote



Information is collected by chatbot in **structured format** and shared with RPA bots



RPA Bots access in-house insurace application and **check eligibility of applicant**



RPA Bots further generate quotes and provide quotation through chatbot/email to applicant



Provide option to **buy two** wheeler insurance online





50% reduction in quote generation time



Policy booking time reduced from 10 days to 2 days



Underwriting for sum insured below INR 1 Cr.
Is done by bots



Monthly 10,000 policy bookings by the Chatbot



 Convenience of purchase at any time and from anywhere



Minimum customer query resolution time



Without human intervention, almost zero errors



Customer conversion rate increased

Case 2

General Insurance Quote Generation using WhatsApp and Email

Providing general insurance to the customer was a time consuming task as it includes collecting customer information in the form of physical document copies and then sharing quote as per the system.

To avoid this time delay, a WhatsApp chatbot and an email bots are introduced by insurance companies. These bots are trained to process customer information and generate quote. Field service agents fills customer information in the mobile app which is connected to these bots to process and provide quote.

Process before Automation



Field Sales Executive gathers customer information in unstructured format



FSE provides these documents to back-office executives for quote generation



Executive enters customer information in the system to check eligibility and provide quote



FSE shares quote with customer

Process after Automation







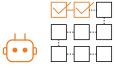
FSE collects information



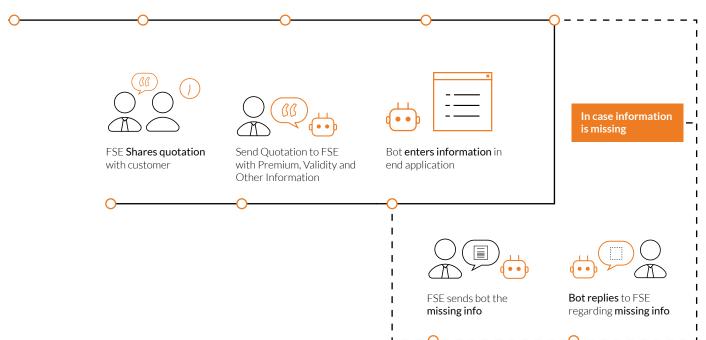
Initiate WhatsApp/Email chat with RPA Bot and provide information



Generate Quotation



RPA Bot Validates details







TAT

Quote generation turnaround time reduced from 1 day to 5-10 minutes



CCR

Increased customer conversion rate



Cost

Reduced manpower cost of back-office in data verification and quote generation