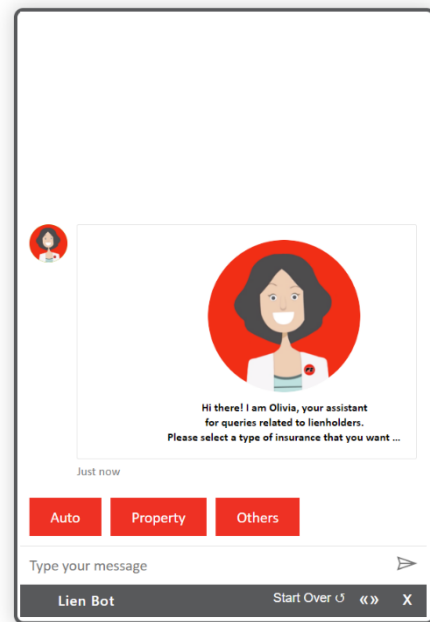


Our insurance customer had a dedicated staff of two resources to service Lien holder calls. These calls typically ran 3-5 minutes and they received 60-80 calls per day. They were losing one full time person and wanted to repurpose these resources to customer facing tasks

Objective:

- Reduce/eliminate lienholder phone calls.
- Automate the lienholder request to verify coverage and provide caller with the data.
- Redirect resources to more important tasks
- Get visibility on the number of calls and the information requested by the lien holders



Solution:

- Partner with Enkay to build a self-service web portal
- Enkay developed the self-service web page using Microsoft Chatbot framework and branded per customer's requirement.
- Lien holders or their authorized agents were authenticated by asking key policy information that is only known to them and validated with the back-end policy system
- Lien holders could view online and/or download insurance coverage information for their records
- All user interaction with the Chatbot is recorded and saved to a database for analytical purposes

Benefits:

- After transitioning their Lien service department to a self-service model, calls to the service center and the agents were reduced allowing their agents and service department personnel to focus on more important tasks.
- Costs to support the Lien service department were drastically reduced as they did not need full time resources to man the call center. The hosted BOT solution cost less than \$50.00 per month!
- Lien holders were able to retrieve the insurance coverage information from the self-service web portal during non-business hours
- The customer was able to gain insights into the number of requests and the kind of information requested