

# Engage: AI-Powered Insurance Call Center

## TARGET CUSTOMER

Large insurers with high call center costs

## PROBLEM

Insurers are seeking new ways to improve member experience while reducing call center costs. Often, CSRs (customer service reps) lack visibility of the context and intent behind customer inquiries. Additionally, limited CSR experience and knowledge causes multiple call transfers, driving higher labor costs, higher wait times, and lower member satisfaction.

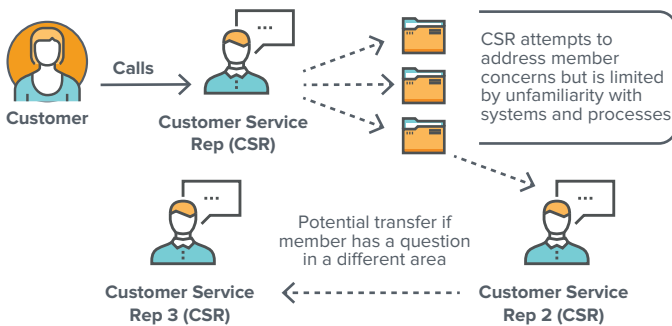


Figure 1: Limited by MSR experience and knowledge

## SOLUTION

CognitiveScale's AI-Powered Call solution address customer and CSR pain points by leveraging the latest in speech recognition and NLP (natural language processing) to augment call center agents with relevant information necessary during client interactions. The AI system provides a smart push of historical interaction data for background, real-time event

feed for timely updates, process and policy information for next steps, and a Profile-of-One that adds rich contextual information on the member well beyond traditional account basics. Through real-time contextual insights and training, the insurer delivers improved member experience, reduced call center costs, and improved skills for its knowledge workers.

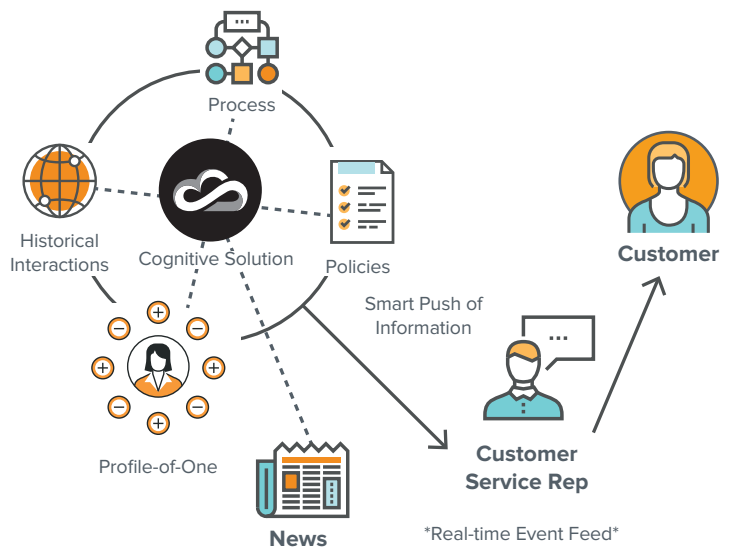


Figure 2: Increased visibility of member context and smart push of relevant knowledge to MSR

## IMPACT

- Improved visibility of context and member relevant information
- Smart Push reduces call transfers and increases CSR knowledge
- Increased customer satisfaction from faster more personalized interactions