

# UK's leading insurance provider transforms its customer support services with Nuance Virtual Assistant.

Customers get a consistent experience across all the insurer's channels, and agents have more time to handle complex cases.

Using Nuance Virtual Assistant, the company created a simple, multichannel support hub that routes customers to their required destination faster and gives agents more time to handle complex cases.

**Customer** | The UK's largest insurance provider

**Challenge** | Reduce the complexity of its customer support service, reduce the number of misdirected calls to the company's contact centres, and increase the use of self-service options.

**Solution** | The company integrated Nuance Virtual Assistant (VA) to solve simple customer issues or transfer customers to their required destination—no matter what product they're calling about.

**Results** | Customers get easy access to the services they need and quick solutions to problems they're facing, and agents have more time to focus on complex cases.

"Integrating Nuance Virtual Assistant has been a great opportunity for us. We're learning a lot more about what our customers are searching for, and it's helping us create stand-out experiences."

**Digital lead at the UK's largest insurance provider**

## Key metrics



**40%**

of customers visiting the Contact Us page use the VA



**9,000**

calls handled by the virtual assistant every week



**92%**

first contact resolution using the VA



**33%**

overall reduction in misdirected calls

## Challenge

### A multichannel maze

The company became one of Europe's largest insurance providers by acquiring a wide range of companies. From these acquisitions, the provider has gained almost 70 different applications, 18 contact centres, and over 3,500 telephone numbers—creating a maze of contact options for customers resulting in nearly 2,500 calls each day and numerous misdirected calls.

The company's digital team knew they needed to make the support services easier for customers to navigate. They needed a partner that could help them compile its channels into a simple multichannel solution—to help reduce misdirected calls, create a simpler experience for customers, and free up agents' time.

## Solution

### Customer-focused support

The insurance provider partnered with Nuance to take a more customer-focused approach to support services. It wanted to consider the entire customer journey, instead of viewing customers separately across its different services. Using the VA, the company was able to deliver a consistent experience for its customers no matter which channel they selected.

The insurance provider's virtual assistant can answer simple customer questions, guide customers to the products they need, and even provide step-by-step instructions for more complex queries. And by leveraging

Conversational AI capabilities, the VA can engage with customers in natural, conversational voice.

The VA acts as a simple starting point for customers across all platforms—whether it's on the website, mobile app, text, Facebook Messenger, or telephony channels—and they no longer need to work through a maze of options. And for the cases that the VA can't handle, it can seamlessly transfer the customer to a live agent.

## Results

### An entirely new experience

In just three months, almost 40% of customers visiting the insurance provider's UK Contact Us page used the VA—an average of 9,000 sessions per week. And the previous average of 3,000 misdirected calls per month was reduced to only 1,000.

From the initial launch, the VA proved popular with customers by creating frictionless experiences. Customers were able to solve their problems without being transferred to a live agent by responding to a simple prompt, "Ask us a question." The company achieved a first-contact resolution rate of 92% giving agents more time to handle complex cases.

The insurance provider has now extended the VA into customer FAQs for guided assistance, added it to product pages to help customers find what they're looking for, and even integrated it with connected devices such as Amazon Echo for greater convenience.

Our new system offers customers a much simpler contact process. Our previous system looked at customers on a product-by-product basis, but now we can create a complete experience for the customer.

**Digital lead at the UK's largest insurance provider**

After our initial training, we had the virtual assistant working well. It was matching customers to the right demands—we hardly saw any conversations that hadn't been matched correctly."

**Digital lead at the UK's largest insurance provider**

## Learn more

To learn how you can transform your own customer experience with Nuance, drop us an email at [customerexperienceexperts@nuance.com](mailto:customerexperienceexperts@nuance.com) or visit <https://www.nuance.com/en-gb/omni-channel-customer-engagement>.



## About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.