

Putting customers in the driver's seat at Esurance

esurance[®]

85%

Live Assist
CSAT
achieved

47%

Self-service
achieved

+417%

YoY virtual assistant
engagement increase
through native app

CHALLENGE: Customers want to seek out answers, complete purchases and resolve issues in a timely manner, on their own schedule, through the channel of their choice. When Esurance wait times began to increase, the company sought ways to optimise their customer experience for sales and service channels on their mobile app and website.

SOLUTION: Esurance embraced Nuance Conversational AI, enhancing their virtual assistant and live assist solutions for dynamic self-service and digital agent resolution. Additionally, they implemented a post-interaction customer survey to ensure continuous improvement.

RESULTS: Significant positive feedback on both live and virtual assistant satisfaction, efficiency, self-service and conversion improvements.

Understanding what customers want

Esurance understands that customers want quick and seamless experiences with their insurance company. The insurance industry has been forced to see their customer engagements in a new light—a next-generation customer engagement—one where consumers' increased use of always-available digital channels has led to their raised expectation of connecting with organisations at any time. This kind of ever-present access to efficient self-service allows customers to get the answers they need, when and how they need it.

Although providing self-service options is critical, even the most independent customers may eventually need some human interaction, especially when it comes to insurance matters. Therefore, smart insurance brands embrace the power of the AI and human connection to put their customer experience first. Nuance Conversational AI has made this possible by powering self-service in the form of virtual assistants (VAs) and making live chat even more effective through its rich data insights.

Connecting all channels

In order to continuously give customers the kind of service they demand, Esurance is optimising and working to seamlessly connect all channels for efficiencies and areas of improvement.

Nuance values the partnership with Esurance and continues to provide optimisation services that help Esurance grow their customer engagement without increasing the cost, all the while increasing customer satisfaction.

LEARN MORE

Discover what you could achieve by emailing us at cxexperts@nuance.com or visit nuance.com/enterprise to learn more.