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 organizations 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 optimizing and working to seamlessly connect all channels for efficiencies and areas of improvement.

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

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