AMELIA

WHITE PAPER — SEPTEMBER 2023

Creating Best-In-Class Insurance Customer Experiences with **Conversational AI**

CONVERSATIONAL AI in INSURANCE

How Amelia's Conversational AI platform and insurance agents work together to deliver next-generation customer support for policyholders

AI is redefining how insurance carriers serve and support their customers. According to the National Association of Insurance Commissioners, insurers are deploying AI platforms for a variety of applications – most notably in underwriting, claims, fraud detection and customer service. By enabling AI to handle customer interactions specifically, insurers have improved the speed and accuracy of the services they deliver.

Given the copious amounts of potential use cases for AI in insurance, carriers must be cognizant of how best to deploy this technology for their specific needs. For some insurance companies, for example, a customer-facing digital agent that interacts directly with end users may not be the best solution, depending on the desired business outcome.

Fortunately, there is another, equally valuable way that AI can serve insurance companies – one that is better positioned behind the scenes, aiding and collaborating with human workers so they can do their jobs better. In this role, Conversational AI digital agents serve alongside human colleagues as assistant agents or "Whisper Agents."

This white paper will examine how Amelia's enterprise-grade Conversational AI platform is ideally suited for the abovementioned Whisper Agent role, enabling next-generation collaboration with human workers and allowing insurance providers to deliver reliable and personalized services to every customer.

> "While technology transformation has often focused on enhancing internal efficiency and accelerating speed to market, that emphasis has begun to shift for many insurers to investments improving customer experience and bolstering data and analytics capabilities.
>
> The goal for 2023 and beyond should be to more fully realize the benefits of technology infrastructure investments to make insurers increasingly agile, innovative, and customer-centric."

From Deloitte's 2023 Insurance Outlook Report (source)

Amelia: Conversational AI in Insurance

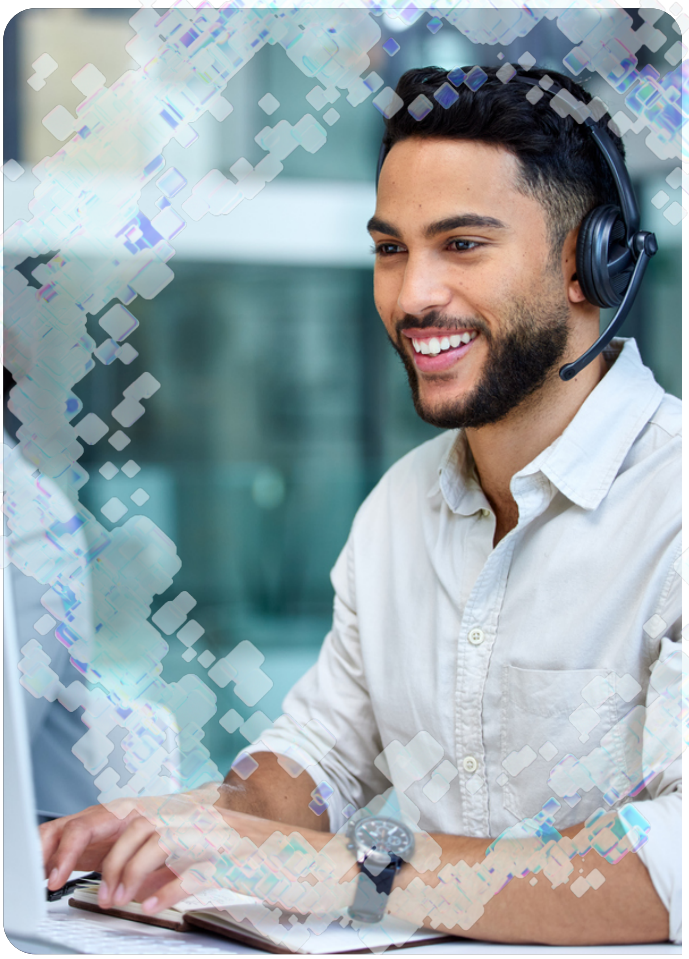
Amelia offers the market's leading Conversational AI platform for the enterprise. Amelia automates routine business processes, freeing staff from time-consuming work and enabling them to focus on more high-value and unique tasks. In the insurance industry specifically, Amelia autonomously helps customers with adding beneficiaries, renewing coverage, submitting claims, paying bills and more – all with no or limited human intervention and involvement.

When deployed in a client-facing role, Amelia communicates with insurance customers in natural language via voice and chat. Amelia responds quickly and carries out tasks for customers by connecting with back-office applications such as Guidewire, Duck Creek Technologies and Genesys. Amelia's integration capabilities enable insurance providers to deliver relevant, personalized information and resolutions efficiently, so that employees can focus on higher-value projects and providing even greater levels of personalized customer service.

While many insurance providers have deployed our platform to interact directly with customers, Amelia also delivers tremendous business value as a Whisper Agent for global insurance companies (including one Fortune 500 company referenced in this report). We'll review why and how those providers were successful – and how yours can be too.

> Amelia uses observation and supervised learning to advance its knowledge and skill set over time so it can address and resolve similar scenarios without human intervention in the future.

AI in Insurance: The Whisper Agent Strategy



In its simplest form, the Whisper Agent strategy gives Amelia the skills to interact with human agents while human agents interact with customers. With this strategy in place, Amelia acts as an employee sidekick, guiding agents through processes, providing suggestions and answering questions, without interacting directly with customers.

There are three key reasons why your insurance company might prefer the Whisper Agent model to an autonomous, customer-facing virtual insurance agent:

1. You have never worked with a virtual agent, and you would prefer a phased deployment.
2. Your customers have expressed a preference for human-to-human interaction.
3. Industry regulations prohibit you from fully automating policy-related matters. This is perhaps most critical in an industry such as insurance, where only licensed agents can legally provide certain information or perform specific functions.

Key Advantages of a Conversational AI Whisper Agent

Lower risk:

Risk management is a primary driver for the Whisper Agent approach. Customers still experience the familiar human-to-human interaction and human agents still control the conversation, but they are now equipped with a digital assistant that provides instant access to information and resolutions.

Improved agent productivity:

Amelia helps agents get to the correct answer or process faster than if they had researched the answers on their own. This is a critical component of the success of Whisper Agent deployments: Amelia is trained to know everything there is to know within a company handbook or within a policy guide and will not deviate from established processes.

Amelia also accesses information instantly and will only provide information that has been vetted by the enterprise, so the overall resolution process is accelerated.

For the customer, that means their request is handled more quickly for a better experience; for human agents, Amelia saves them precious time so they can serve additional customers and provide a higher level of personalized service during every interaction.

Positive financial impact:

Whisper Agents help reduce the cost-per-call because agents simply spend less time on each one. Additionally, with Amelia available to assist on high-volume calls, agents are more likely to provide accurate information and resolution plans, which means fewer holds, transfers and call-backs, as well as, most importantly, happier customers.

How to Deploy Amelia as a Conversational AI Whisper Agent for Insurance

Training Amelia

A commonly asked question is, "How does Amelia learn?" Similar to how human employees are trained, Amelia is trained to understand company processes, terminology and rules, continues to learn over time, and is watched and measured as it performs its assigned role(s). Amelia is often trained on various sources, including process descriptions, knowledge articles, call transcripts, chat logs and other sources of information that are used to train human agents. Amelia is then instructed on how to apply this knowledge to specific questions and requests.

After learning a process, Amelia will not need to be trained on it again (unless the process is modified). Amelia works at machine speed, never quits and is infinitely scalable on-demand when more CPUs and memory are added. This gives insurance providers the flexibility to meet planned or unplanned peak demand periods, as well as sustained performance levels.

Deploying Amelia

After Amelia has been trained on the basics, the platform is made available to human agents by chat, in a manner that we call "Agent Assist." During a customer call, Amelia will provide suggested answers for the human agent to share with the customer. Amelia may also guide the agent through a particular process, as the agent simultaneously walks through that process with the customer. The "**Agent Assist**" workflow is straightforward as shown in the illustration below:

Customer calls the contact center as they did before Amelia. From the customer's perspective, nothing has changed.

▼

While the customer speaks with the human agent, Amelia may ask clarifying questions and guide the agent to a rapid answer or request fulfillment.

▼

The agent uses a "guided dialog" with Amelia to access the answer or process that meets the customer's objective.

Collaborating with Amelia

Amelia leverages Episodic Memory to provide to provide instant recommendations to human agents based on thousands of transcripts from experienced agents. By leveraging its recommendation engine, Amelia analyzes 50,000+ conversations in less than one second to highlight the top five responses based on its semantic analysis of the customers' query. The platform's model is also continuously re-trained based on agent selections and interactions, so improvements are instant.

This is one of the many reasons why, when compared to Large Language Model applications like ChatGPT, Amelia is better suited for the enterprise, especially in risk-averse industries like insurance. Whereas ChatGPT summarizes and generates new content from an existing body of public and proprietary data, Amelia is built to apply business logic and proprietary data to achieve unique, business-specific outcomes.

Amelia also continuously monitors user sentiment and emotions during conversations, allowing the platform to determine where positive or negative sentiment should be applied at particular points during customer interactions. The platform then applies real-time changes in sentiment so that both the human agent and Amelia can dynamically react in a more precise fashion to a customer's mood, potentially improving CSAT and Net Promoter Scores because of positive user experiences.

If a conversation needs to be escalated to a different human agent, Amelia documents conversations and extracts details to enable a warm hand-off. In other words, if Amelia recognizes that another agent in a different department is required to resolve an issue, the platform will provide all the information to that second agent, so the customer session is seamless, proceeds without unnecessary interruption and doesn't require customers to repeat themselves.

The platform's supervisor view also gives managers the ability to configure advanced queuing and grouping settings to enable support for large call centers. They can then assign, monitor and re-assign live escalations as necessary.

The following are key attributes that enable Amelia to excel as an insurance whisper agent:

Pre-built Vertical Skills

Amelia is trained in insurance-specific words, processes and use cases to speed up deployment times.

Connects to Enterprise Systems

Amelia's prime purpose is to execute and resolve tasks on behalf of customers in existing backend systems.

Learns and Improves Over Time

Amelia uses observation and supervised learning to advance its knowledge and skill set over time, enabling the platform to address similar future scenarios without human intervention.

Inductive Learning

Also known as discovery learning, inductive learning allows Amelia to learn rules by observing examples. This is different from deductive learning which uses programmable rules to drive actions.

Natural Language Understanding

A blend of Large Language Models (LLMs) such as BERT, BART, Blender bot and most recently GPT, as well as a natural language data sources, provides Amelia the ability to contextually understand, interpret and respond to simple as well as complex multi-sentence requests.

Episodic Memory

Amelia's episodic memory provides cognitive access to previous conversations, allowing Amelia to assist human colleagues with recommendations based on the collective experience of the best agents.

Semantic Memory

Amelia stores facts, concepts and the associations between them in its semantic memory. From standard operating procedures to policy documents, Amelia can be trained to apply them to conversations.

Process Memory

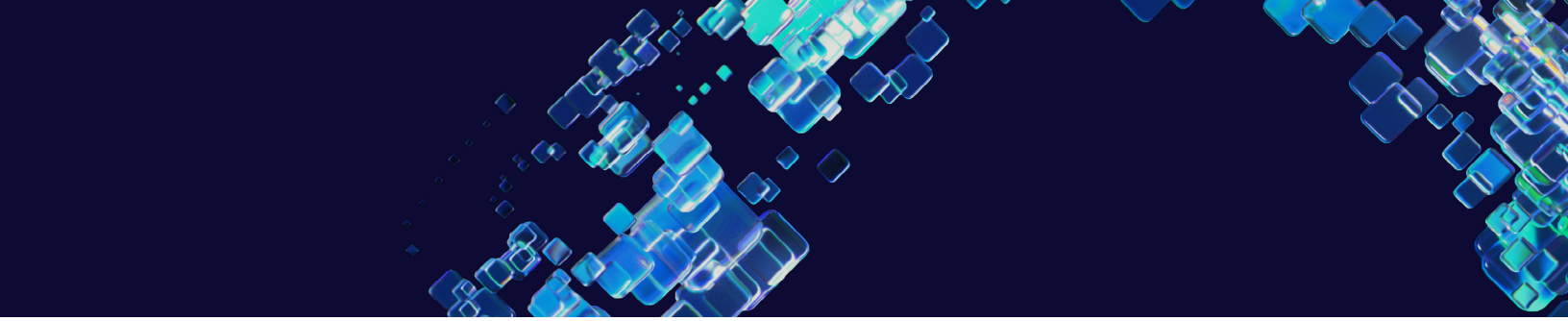
Amelia dynamically navigates business process flows without having to follow a step-by-step process to achieve a desired outcome, allowing the platform to jump from one process to another if a conversation requires it to do so.

Affective Memory

Amelia uses state-of-the-art Affective Computing and Sentiment Analysis techniques to continuously model user's emotion, mood and personality.

NLG-based Clarification

Amelia has multiple ways to dynamically drive open conversations to identify what the agent would like to have resolved. This includes asking clarifying questions or asking them to elaborate specifically on a topic. This dialog is not programmed but generated dynamically based on the actual dialog with the agent.



CASE STUDY

Amelia as a Conversational AI Whisper Agent at a Fortune 500 Insurance Company

To remain competitive with digital-first insurance startups, one of the largest publicly held personal lines property and casualty insurers in the United States decided to optimize its customer service using Amelia. As a result, the company delivered services faster than ever before, with reduced handle times and improved satisfaction among the business, its customers and its agents.

The insurer deployed Amelia as a Conversational AI Whisper Agent at its call center to reduce call times while increasing customer satisfaction. While on the phone with customers, human agents interacted with Amelia through a chat interface, which led them step-by-step through a variety of procedures such as coverage-change, proof-of-insurance and reinstatement requests.

Amelia was trained on more than 50 unique industry-specific topics, which allowed the platform to quickly answer customer questions and provide personalized policy information when required via secure integrations with the insurer's backend systems. Since Amelia was first deployed, average call duration dropped from 4.6 to 4.2 minutes – and that translates into a substantial increase in total productivity when you consider the thousands of calls handled each day. In addition, 75% of inquiries were solved during the first call with Amelia.

The insurer also deployed Amelia to rapidly disseminate new corporate policies and information, as well as up-to-date guidance on state and federal laws, to ensure that agents remained compliant. By offloading policy information and procedures to Amelia, the training time for new agents was also greatly reduced.

Since being deployed as a whisper agent, Amelia has assisted employees on millions of customer interactions, averaging 250,000 conversations per month. The insurer's experience with Amelia demonstrates how human workforces are enhanced with Conversational AI and highlights the transformational role this technology plays for insurers today and well into the future.

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