



CASE STUDY

PUTTING AI-POWERED CHATBOTS IN THE DRIVER'S SEAT OF CUSTOMER ENGAGEMENT

AA Ireland was founded in 1910 to provide roadside assistance for drivers. Today it's Ireland's largest Roadside Rescue company and one of the largest companies in Ireland that provides car insurance, home insurance, travel insurance and life insurance. To build on its existing app and webchat service and to serve customers more efficiently, the AA embarked on a mission to introduce chatbot technology to manage customer policy renewals, improve conversions on new quotes and to create a convenient way for existing customers to gain 24/7 access to information about their policies.

THE CHALLENGE

Lead generation through online advertising is costly, so to maximize the investment, AA Ireland decided to focus on customer conversion rates. They recognized that by informing customers about policy details in easier and more convenient ways, conversion rates would increase while the pressure on the call center would be reduced.

“ The potential to use AI-powered chatbots to improve our conversion rates, while providing operational efficiencies across customer service, was an opportunity we couldn't ignore.”

**Louise McCormack, AA Ireland,
Customer Lifecycle Manager**



With no way other than live chat to engage, answer queries and retain customers during the quote process, the company was missing an opportunity to communicate how prospective customers could reduce their quote with simple changes to their insurance application. AA Ireland was also experiencing high rates of missed live chats due to unexpected spikes in customer demand, or requests received outside business hours.

Additionally, high volumes of routine customer service queries via phone and live chat were driving up costs, delivering less than desirable response times, and causing customer frustration due to limited availability of staff to handle more urgent or complex inquiries. These circumstances led to a clear business case for chatbot solutions, which could be available 24/7 to immediately assist customers with quotes and policy queries.



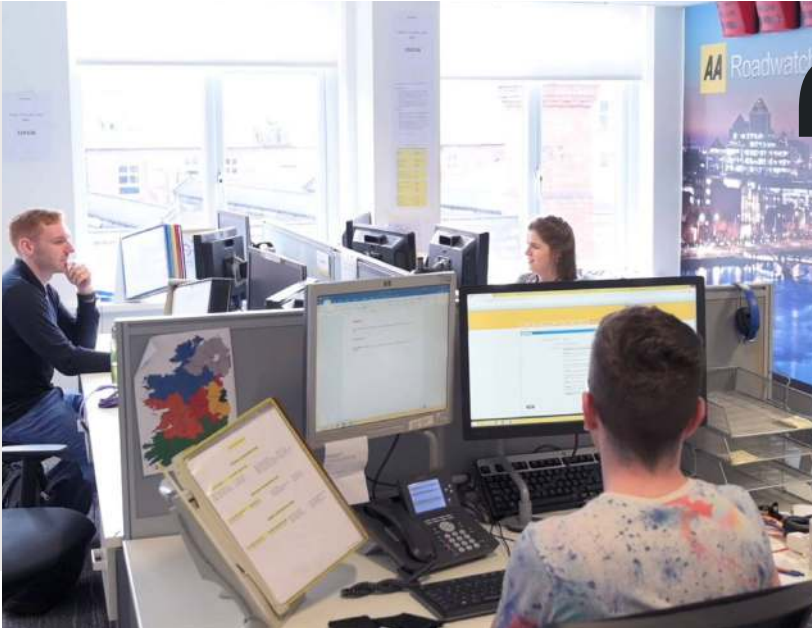
11+%
INCREASING QUOTE
CONVERSIONS



40%
DECREASE AGENT
HANDLING TIME



80%
BOT
ENGAGEMENT



“Integration and future-proofing are key factors to ensure that we continue to meet our customers’ needs. When we update our own technology, we know that ServisBOT will plug in end to end. ServisBOT was the best match.”

THE CHATBOT JOURNEY

AA Ireland has always been progressive when it comes to adopting new technologies that enable better customer engagement.

However, since chatbot technology was new and uncharted territory, they explored a number of vendor solutions. Integration and future-proofing were key factors to ensure that they could continue to meet customers’ needs. As the organization evolves its technology, the chatbot solution would need to integrate

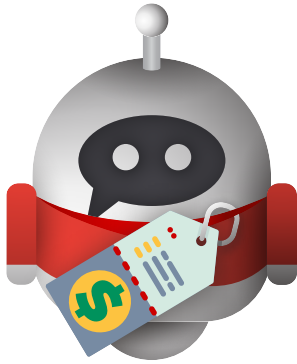
seamlessly with their systems. Having local support to guide AA Ireland through the process of implementing chatbot technology was also important. ServisBOT was the best match.

ServisBOT’s platform offers backend integration capabilities using API technology and this too was attractive for connecting it to AA Ireland’s existing and future customer service systems.

Once the ServisBOT platform selection had been made, Customer Lifecycle Manager, Louise McCormack, rolled up her sleeves and began the detailed process of analyzing previous customer queries and AA Ireland’s responses, in order to feed initial content into the bot.

“There was a lot that we asked for that ServisBOT turned around really quickly. Additional feature requests were delivered in less than two weeks, which is very impressive.”

BRINGING THE CHATBOTS TO LIFE



QUOTE BOT

AA Ireland wanted to digitally transform engagement at the acquisition stage of the customer journey and increase 'quote to paying customer' conversion rates. From this, Quote Bot was born. Web chat conversations were used to train it initially, so that it could provide consistent, high-quality answers that reflect the AA's brand and meet customers' needs.

“ It took 10 weeks from selecting ServisBOT to launching Quote Bot, which is phenomenal. And it wasn't a lightweight solution.”

Activated on the existing policy quote web page, the Quote Bot interprets quote details and makes personalized recommendations to help customers get the right level of cover and price. It navigates them to the right page location, interacting with the buttons on that page to make required changes. If a customer needs further assistance, the conversation can be seamlessly transferred to human chat through the bot's integration with Zendesk, the AA's web chat software.

CUSTOMER SERVICE BOT

AA Ireland's second bot had a mission to improve customer experience and convenience for new and existing customers by providing answers to common queries via a self-service chatbot.

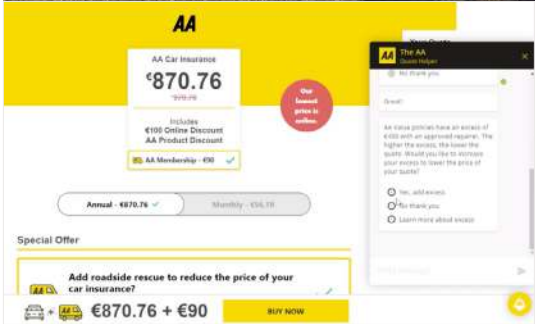
Customer Service Bot, activated on the customer service webpage, provides a conversational interface offering customer assistance for FAQs, insurance renewals, and policy changes across all products. Handover from the bot to webchat, or telephone support, can be activated for more complex query types, providing customers with an easier path to resolution.



“ The ServisBOT integration with Zendesk was a dream. The ServisBOT platform did the heavy lifting in terms of the coding side. It was all integrated within their platform.”

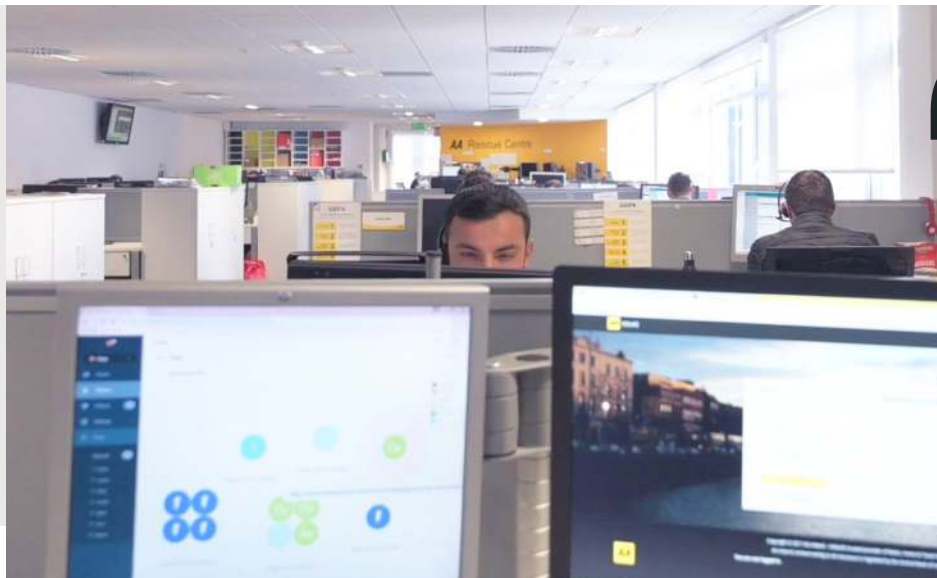
HIGH-QUALITY BOT-POWERED CONVERSATIONS

AA Ireland handles a large volume of quotes through their website. The percentage of consumers that their call center agents speak with on the phone is quite low in comparison to the volume of online leads. The bot interacts with a much higher volume of people while they fill in online quote applications than their agents would be able to communicate with through the call center alone. Early results show that they are on the right path, with the bots ability to personalize responses being a key contributor to its success.



¹ For those that have already interacted with the bot
² For customers that click to the bot, 80% engage with it.
³ For out of hours quote generation. This has increased since the launch of the bot.

“It’s a sweet piece of software. We used to get good conversion from live chats, The bot conversion is higher.”



“ The chatbot platform will not only keep up but will actually enable us to do more in the future. Our goal is to have an end to end service.”

THE FUTURE

One of the reasons for selecting the ServisBOT platform was its ability to generate a multitude of bots that handle specific tasks including policy information, providing quotes, and managing renewals. Due to the success of the Quote assist bot, AA Ireland launched a customer service bot and a travel quote assistant bot and are planning to implement a home membership bot, a motor bot, and an onboarding bot.

ABOUT SERVISBOT

ServisBOT provides a Conversational AI platform that enables insurance providers to easily create chatbot solutions for many different use cases, for example, assisting with insurance quotes, handling renewals, onboarding new customers, logging customers' claims, responding to policy queries, or handling other customer or employee interactions. The platform gives business users and enterprise developers the tools to get chatbot solutions to market faster. Built on an AWS technology stack, customers can avail of an enterprise-grade architecture and technology that supports secure data integration, bot scaling, and data isolation, all at a lower cost.

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