

Global Insurance and Asset Management Giant



Customer type:
Financial Services
Country/Region:
Hong Kong
Products and services:
Azure

A leading global insurance provider introduces the first Cantonese and mixed language intelligent chatbot on pilot in HK

Situation

The company currently faces **high operating costs** for its customer call center operations. They also have customers around the world with **different local language backgrounds**. A key challenge they face is an **inconsistent customer experience** because of language differences and **lack of a common knowledge base across the globe**.

Solution

The company has chosen Microsoft as the trusted advisor on **cloud platform with a chatbot framework**. The Global Chatbot Framework supports 16+ geographies and a range of international languages. An **NLP engine** with common libraries supports **Cantonese and mixed language** based on LUIS. MS Health Bot is leveraged as a base with further customization for the insurance related area.

Impact

After piloting in HK, the company plans to extend their chatbot to **15 other geographies for a world-class and consistent customer experience**. They have built up an **insurance and health knowledge base** for HK which other countries can leverage on to **replicate** quickly with LUIS and Translation Services.

