



Global insurance company uses EBO's AI Solution to revolutionise its Customer Experience

Company Overview

Who is MAPFRE Middlesea?

MAPFRE Middlesea is a member of MAPFRE Group. It is the largest insurance group in Malta and is listed on the Malta Stock Exchange. MAPFRE Middlesea's general business operations consist of non-life classes of business underwritten in Malta including Motor, Home, Health, Marine and General Liability. MAPFRE, the parent group company to MAPFRE Middlesea is a major player on the global insurance market with interest spread across five continents and one of the fastest-growing insurance groups in Spain and South America.

Operational Overview:

MAPFRE Middlesea has a customer support section that handles all support inquiries through phone, email and Facebook Messenger. Phone and email are presently the most used channels and Facebook messenger is more of a recent addition. Volumes on phone and email were constant while Facebook experienced a significant increase, resulting in pressure and load on agents.



Why EBO?

MAPFRE Middlesea chose to work with EBO for several reasons. The first important factor was scalability. MAPFRE is a Spanish organisation, so they needed multi-lingual support that could also benefit from machine learning capability. Secondly, EBO had a native presence, this meant that MAPFRE Middlesea benefited from on-site Solution Delivery Managers and NLP experts who understood the local ecosystem, culture, and language. It was important that EBO's Virtual Agents not only understood language but context, emotion, dialect, slang and colloquialisms which the community spoke. Large global organisations simply did not have this native understanding and language capability. As this was a social tool for MAPFRE, they needed a thorough Marketing understanding, and we're delighted to say that at EBO we support with customer adoption through our in-house Marketing expertise

Using Microsoft's Products & Services

As a team we were able to get more organised by using Agile planning tools. For our development cycle, we could greatly decrease the implementation time with the help of existing Microsoft SDKs and API services. Cloud computing capabilities helped us deploy our product in minutes and scale without any extra effort. With basic knowledge, cloud computing also helped us to integrate in a secure way with third party platforms.



At-a-glance:

Customer: MAPFRE Middlesea

Website: <https://www.mapfreinsurance.com/>

Customer Size: 25,000+ employees

Country: Malta

Industry: Insurance

Products and Services: Insurance Services



EBO, MAPFRE, & Microsoft Products

Customer Challenges

MAPFRE Middlesea wanted a better way to deal with the ever-increasing volume of incoming queries from Facebook Messenger and to cut the operational load and pressure on Customer Service agents that have resulted from the significant increase in the volume of queries. Customer Service agents are spending more and more time answering repetitive queries causing a large amount of inefficiency in the business. MAPFRE Middlesea wanted to work with EBO to create a Virtual Agent that will handle the main questions and standard queries that reach the customer support department around products and processes. The AI Virtual Agent would also handle the main marketing information questions: open hours, locations, and products. They wanted a solution that works 24/7, 365 days a year that could quickly respond to customers while helping them grow their channel.

Partner Solution

EBO's specialist team of NLP experts worked with MAPFRE to build an AI Virtual Agent that would handle incoming queries through Facebook Messenger. The AI Virtual Agent would adopt a personality that customers would be comfortable with, have an emotional and contextual understanding and finally be helpful to customers in helping them solve their queries.

Virtual agents will enhance the end-user experience by reducing the volume of queries to the customer support team from Facebook Messenger. This will result in lower operational costs by automating queries and processes resulting in a better experience while simultaneously growing the customer social base on Facebook and other channels.

Customer Benefits and Outcomes

Since the adoption of EBO's AI Virtual Agents, we're delighted to confirm that MAPFRE Middlesea saw:

- 88% of conversations being handled by EBO & matched to a known answer
- Only 11% of all in-bound Facebook Messenger conversations required human intervention
- EBO's AI Virtual Agents saved the MAPFRE Middlesea Customer Service Team over 600 hours in just 3 months.

Customer Service Agents can now focus on queries that are more serious in nature, or that may require an element of emotional understanding while simultaneously automatically resolving queries that are repetitive in nature.

There are many ways Microsoft's solution have supported our work. Here are a few examples: the Microsoft BotFramework enabled us to use multiple channels by providing a unified message format, and the BotFramework SDK helped with the implementation using .NET Core. We found the open-source web-chat component of Microsoft provided us with a good starting point for building personalised customer chat clients. In terms of testing, a Content Delivery Network reduced latency, Cognitive Services correct user input and Microsoft KeyVault increased out security for application secrets.



Peter Bugeja
Head of Technology
Solutions & Digital

"Insurance companies are a pivotal stage of the industry's development. AI technology is starting to disrupt the orthodox nature of business processes. MAPFRE Middlesea is a customer-centric organisation and we continually seek new and better ways to serve our customers. We've chosen EBO as a partner to help us adopt innovative technology that allows us to scale and deliver services more efficiently and effectively for our customers."

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