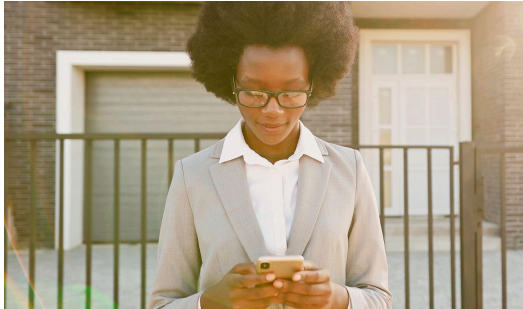
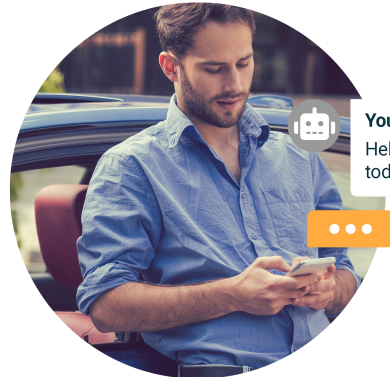


Online home and auto insurance company drives 3X increase in customer experience with better bot insights.



The solution

The Wysdom Operations Center provided game-changing visibility into virtual and live agent conversations. The insights made it easy to find opportunities to expand self-serve transactions related to policy updates and paying premiums. Furthermore, the team benefitted from a contact reasons dashboard which summarized conversation volume and agent escalation metrics for transactions related to payment, change of address, vehicle registration and policy cancellation, that the team could apply towards content upgrades that would alleviate unnecessary agent escalation.



The challenge

Transitioning to 24x7 customer service meant expanding bot operations, without without impacting customer sentiment. Unfortunately, the team lacked the tools needed to monitor bot performance in the expanded online hours. The organization was faced with scattered and disconnected data sources with limited reporting: The chatbot team was unable to organize and interpret the raw data quickly enough. Tableau reports did not provide the level of detail needed. This lack of visibility meant that multiple stakeholders across different lines of business were unable to make timely and informed decisions.



The results

Armed with this new visibility, the chatbot team was able to share the details with stakeholders from Customer Experience, Marketing, Contact Center, and the Content Team for shared decision-making. Being able to identify customer frustration around wait times led to new wait time messages that resulted in a 7% increase in customer satisfaction overall. And applying the insights to content upgrades for high-frequency contact reasons, led to an impressive growth in containment, including getting a quote for auto insurance (83%), making missed payments (75%) and policy cancellations (65%). The team now feels equipped to expand the insights and analytics to help them continue to evolve the quality and performance of their virtual agent.

Average bot containment on high-frequency contact reasons

74%





The **Wysdom Operations Center** is the top choice for chatbot teams who want better insights into the performance of their virtual agent.

Find out how you can create exceptional experiences with Conversational AI.

Learn more at www.wysdom.ai



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Experts in bot management software and solutions

