Rob, the Chatbot for professionals

Marsh and Responsa led to the creation of Rob, artificial intelligence at the service of customer experience when purchasing professional insurance.

Marsh is a world leader in insurance brokerage and innovative solutions for risk management.

Present in more than 130 countries, Marsh helps customers predict, quantify and understand better the different risks they face in the insurance sector.

> "
>
> ## Rob has allowed us to build a customer–centric knowledge base, which is a great wealth of knowledge for our company.
>
> **MARSH**
>
> **Umberto Perfetti**
> Head of Platform Development and Web Innovation
> on the occasion of the event "IT'S ALL BANKING 2019"

Results

−25%
calls to Customer Service

−18%
emails to Customer Service

−51%
between calls to the CS and managed e-mails

+48%
positive user feedback

RES PON SA

Objectives

Considering the many phone calls and e-mails that Customer Care had to manage, resulting in delayed response times and great workload, Marsh decided to **restructure the customer service** offer in digital mode by introducing a ChatBot to support the Customer Service.
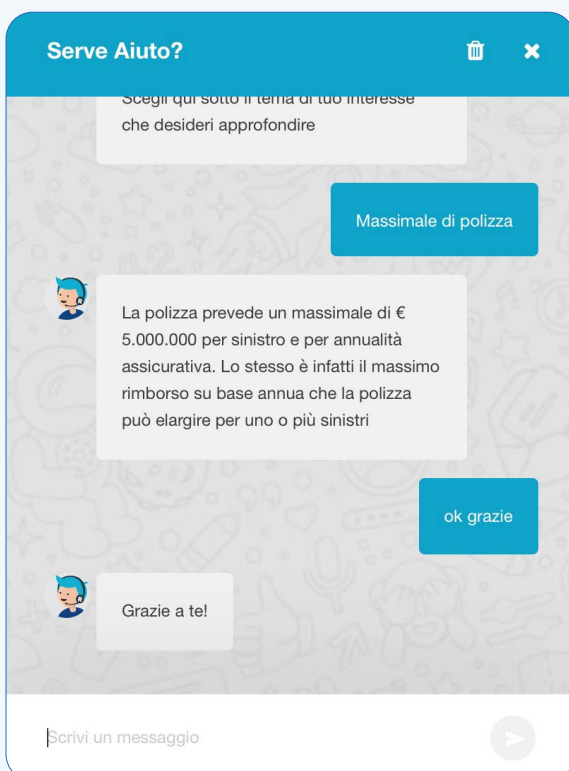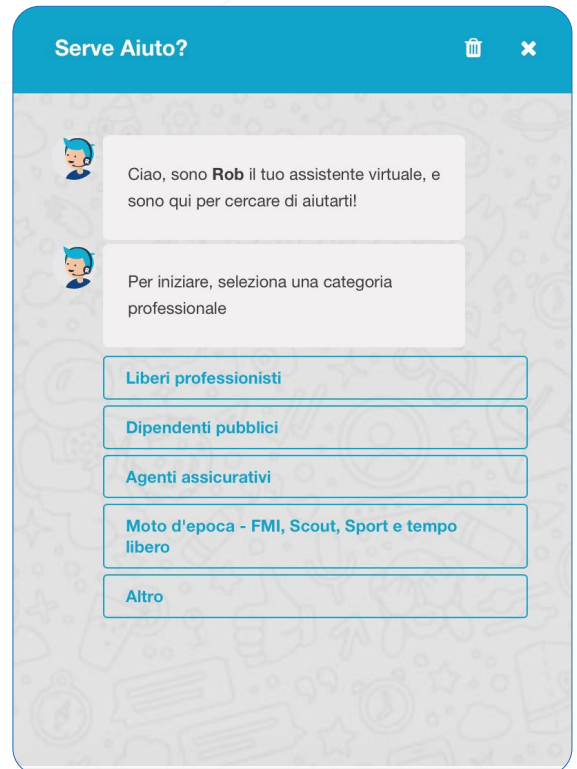
Where to intervene

- Reduce the volume of simple and repetitive requests
- Reduce customer waiting and response times
- Free up Customer Service personnel from basic activities

The solution for Marsh

Together with Responsa, Marsh created Rob, the customer assistance Chatbot on the **"marsh-professionisti.it" website**, dedicated to Marsh's broker policies for the professional sector. Rob's job is to support the Customer Service operators by automating repetitive activities and all the standardised processes, answering the most frequent customer questions in real time 24/7, at the exact moment they need them, thereby increasing their satisfaction rate. The project began with an analysis of what was most requested from Customer Care, with the aim of **finding a solution that could support the customer needs**, improving the customer experience and **freeing the Operators** for them to only manage the more complex requests.

Contextual replies to the customer

Rob can customise his answers according to the user's profession. Thanks to intuitive interaction, the user identifies their profession, allowing the Chatbot to guide them effectively towards the solution of the request, in accordance with the specific professional context. It is a very simple and effective process that can be implemented very quickly.

Serve Aiuto?

Ciao, sono **Rob** il tuo assistente virtuale, e sono qui per cercare di aiutarti!

Per iniziare, seleziona una categoria professionale

Liberi professionisti

Dipendenti pubblici

Agenti assicurativi

Moto d'epoca - FMI, Scout, Sport e tempo libero

Altro

Serve Aiuto?

Scegli qui sotto il tema di tuo interesse che desideri approfondire

Massimale di polizza

La polizza prevede un massimale di € 5.000.000 per sinistro e per annualità assicurativa. Lo stesso è infatti il massimo rimborso su base annua che la polizza può elargire per uno o più sinistri

ok grazie
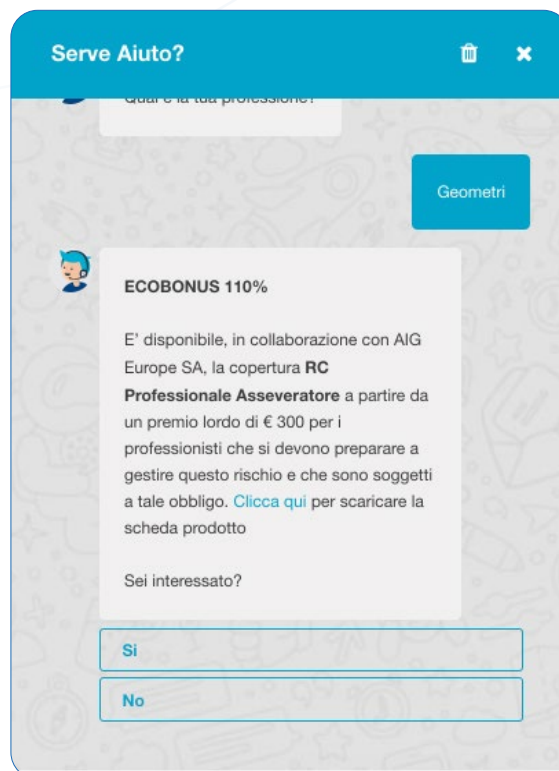
Grazie a te!

Scrivi un messaggio

A Chatbot that uses human language

Rob can understand human language through advanced NLP (Natural Language Processing) algorithms. It performs semantic sentence recognition and therefore does not need exact keyword matches to understand the information contained in complex customer enquiries. The user then freely writes their question, which is interpreted by the Chatbot and is resolved according to the Knowledge Base.

Lead Generation and support during the purchasing process

Besides answering frequently asked questions, Rob can guide the customer through a quick quotation (Easy Fast Quotation) along a simple and customised path. This way, the Chatbot enhances the user experience and also becomes a lead generation tool, activating potential customers and increasing the site's conversion rate.

Serve Aiuto?

Geometri

ECOBONUS 110%

E' disponibile, in collaborazione con AIG Europe SA, la copertura **RC Professionale Asseveratore** a partire da un premio lordo di € 300 per i professionisti che si devono preparare a gestire questo rischio e che sono soggetti a tale obbligo. Clicca qui per scaricare la scheda prodotto

Sei interessato?

Si

No

Chatbot

A Virtual Assistant for Customer Care and next generation Shopping Experience, equipped with advanced AI algorithms, which can be integrated with the legacy systems.

Live Chat

Based on the occurrence of a number of preset conditions, the ChatBot can transfer the conversation to a human agent, thereby optimising the assistance service.

Dashboard

A simple and intuitive administration panel, with which you can independently manage the Knowledge Base and the ChatBot, and access statistics and metrics.

Ticketing

Immediate assistance service just a click away: the user can open an assistance ticket if the search in the Knowledge Base does not generate results.

Knowledge base

An intelligent and up-to-date knowledge base that uses an advanced semantic search engine for easy and instant access to information 24/7.

RES PON SA

Artificial Intelligence at the service of the customer experience of customers and employees, to **reduce costs and increase sales**.

An **Omnichannel Chatbot** available on the most innovative digital touchpoints, from **Smart Speakers to WhatsApp**, to take advantage of the opportunities of the conversational and voice interfaces, integrated with Knowledge Base, Escalation systems and CRM, for true customisation.
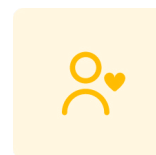
Reduce in-bound
traffic
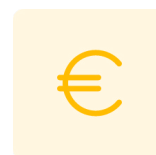
Save time and
lower costs

Collect insights on
prospects and customers

More satisfied
customers