

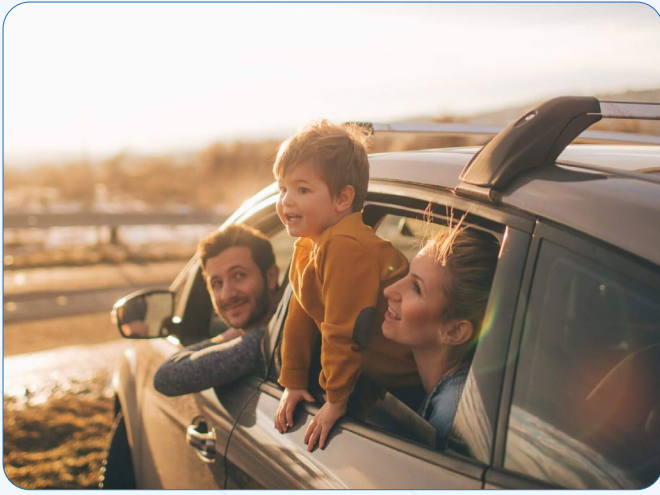


Vivy, Aviva's digital assistant

Vivy, the artificial intelligence that guides users through Aviva insurance services, powered by Responsa.



RES | PON | SA



With over 300 years of experience, Aviva is one of the leading international insurance groups. Today it serves over 33 million customers thanks to its consistency and professionalism.

Aviva is a definite commitment. To accompany those who have entrusted them with their daily choices, protecting what is most important to them.



Providing good customer service should be a top-of-the-list priority and helps more than ever to distinguish the 'good' from the 'bad'. This is why Vivy was created.

Michele Petrilli
Customer Experience & Proposition Manager @ Aviva



The results after 1 month from the Go-Live



+2000
Requests managed
by Vivy



62%
Positive user
feedback



80%
Customer requests
resolved by Vivy

● Objectives

Considering the many phone calls and e-mails that Customer Care had to manage, resulting in delayed response times and great workload, Aviva decided to restructure the customer service offer in a smarter and more efficient manner by introducing a Virtual Assistant, thereby reducing the time and costs of the repeated activities of the Operators and also customer waiting times, consequently improving the user experience.

● 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 Aviva

Together with Responsa, Aviva created Vivy, **the virtual assistant of [Aviva.it](https://www.aviva.it)**, to provide customers with 24/7 support and speed up response times, while reducing the workload of the help desk Operators. Thanks to the Vivy Chatbot, which can be consulted on either a desktop or mobile, Aviva offers customers support in navigation and product discovery and provides specific answers thanks to the ability to refine the intent searches of customers. Vivy has a conversational approach that makes the interaction between the user and Chatbot smooth and natural, guiding the customer towards the service through contextual follow-ups.

Ciao! Mi chiamo Vivy,
se hai bisogno di aiuto
puoi chiedere a me.



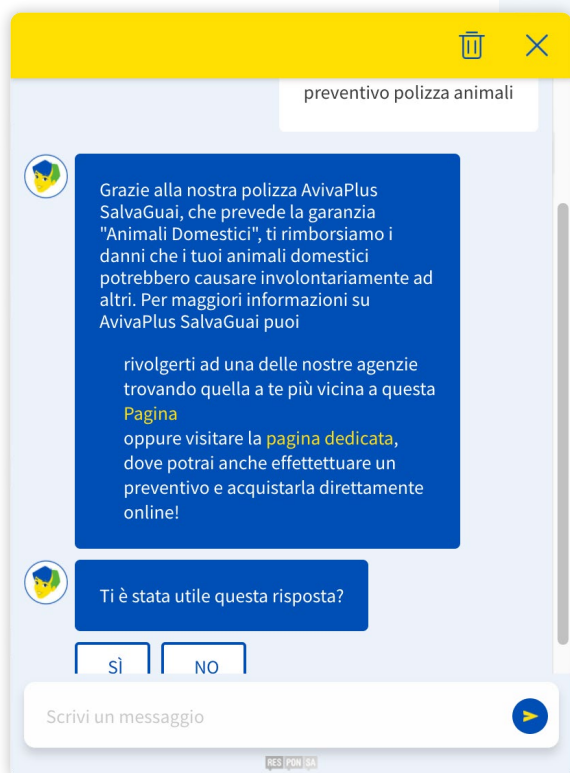
Ciao! 🙋 Sono Vivy, la tua assistente virtuale, come posso aiutarti?

Scrivi un messaggio



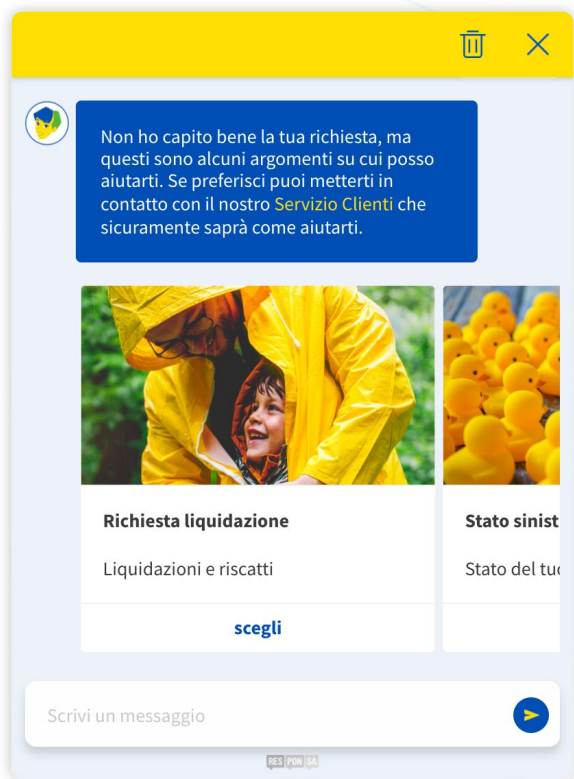
Follow-Up: a Bot that understands the context

The user's request is not always clear: thanks to a multi-turn conversational approach, Vivy can understand the context and help to refine the user request through follow-up questions, namely by suggesting requests for completion and/or choice.



A Chatbot that uses human language

Vivy 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.



Navigation and service support

Besides answering frequently asked questions, Vivy can guide the customer to discover Aviva services and products and support navigation through an easy and customised path. In this way, the Chatbot improves the user experience in all scenarios. Even if the request is not interpreted correctly, Vivy can suggest the main services that are most suitable for the user.





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

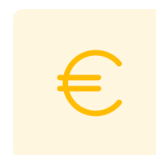
An intelligent and up-to-date knowledge base that uses an advanced semantic search engine for easy and instant access to information 24/7.

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.



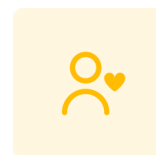
Reduce in-bound traffic



Save time and lower costs



Collect insights on prospects and customers



More satisfied customers