

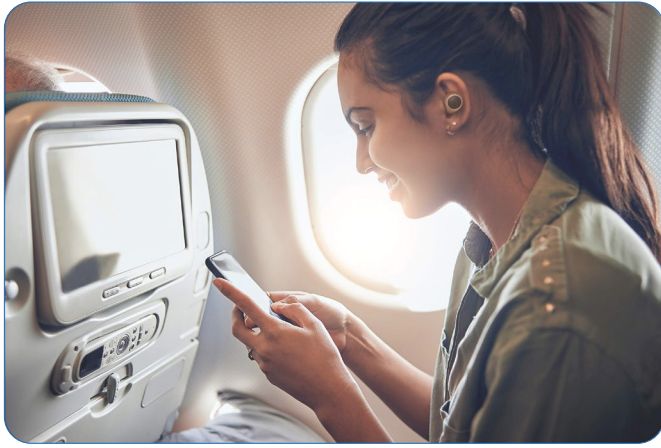


Insurance is smart with Elisa

Europ Assistance has chosen to improve the customer journey of its users by most of their questions about insurance products receiving immediate answers, thanks to the **Responsa** knowledge base and **Elisa**, an intelligent and kind ChatBot.



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The **Europ Assistance Group** is among the world leaders in private assistance. Founded in Paris in 1963, it specialises in offering travel, car, health, home and family insurance.

The range of products integrates insurance cover and specific services, for emergency situations and also for everyday life.

● Objectives

Europ Assistance needed to reduce the number of frequent requests received by Customer Service, replacing the first level assistance with a **self-service mode** and structuring an **online customer care service** that covered the time outside work hours. Furthermore, they wanted to increase the eCommerce conversion rate.

● Where to intervene

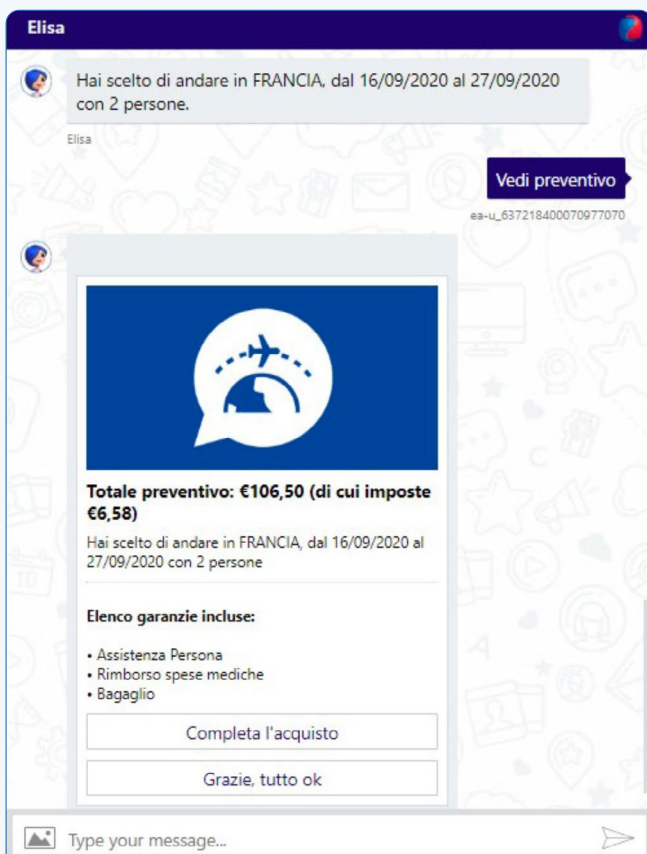
- In the time outside work hours: weekends and night time 18.00 - 8.00
- High inbound traffic and consequent long response times
- Reduce the engagement of Customer Care personnel for low-level activities

● The solution for Europ Assistance

The Elisa ChatBot directs the user to the solution according to their need. The user can ask questions in natural language that Elisa can interpret thanks to her semantic search engine; with machine learning algorithms, **Elisa improves and learns every day**. Through the website and Facebook Messenger, the ChatBot can respond to customers who need roadside assistance, information on insurance products or who want to purchase a policy, with various payment systems. Together with Elisa, Europ Assistance was able to **reduce the volume of requests handled by Customer Service** and increase sales of insurance policies, integrating the quotation service in the ChatBot: this led to a **significant increase in the conversion rate**.

User Experience: intuitive and immediate

An intuitive UX generates trust: the user immediately understands how Elisa can provide assistance thanks to a carousel of icons. Once the relevant category is selected, the Chatbot directs the conversation to the fastest route to fulfil the request.

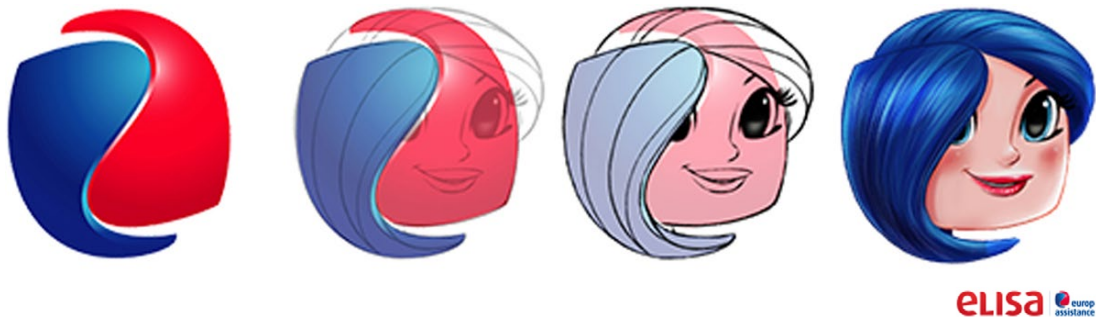


Conversational Commerce has already arrived

Elisa engages the potential customer directly towards the purchase process, just like a store shop assistant who greets us when we enter the store and asks what we need. The user can in fact enjoy constant support with Elisa, a guide that is available 24/7, which can assist them in when purchasing a specific insurance policy without ever leaving the chat. Thanks to artificial intelligence – which allows significant time saving and less difficulty perceived by the user – conversions increase immediately.

● The virtual assistant is your brand

Elisa's appearance and aesthetics have been designed to convey empathy, simplicity and efficiency; her avatar is a graceful female figure, with short hair and big eyes; a reassuring look and gentle manners make her friendly and trustworthy. Everything was achieved starting from a base: the Europ Assistance logo, which has undergone a "humanisation" process.





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

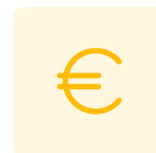
An intelligent and up-to-date knowledge base that uses an advanced semantic search engine for easy and instant access to information 24/7.

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.



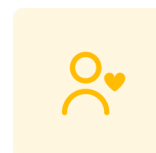
Reduce in-bound traffic



Save time and lower costs



Collect insights on prospects and customers



More satisfied customers