

High rate of automated responses, automated indexing and archiving

In the insurance industry, calculating rates and adjusting benefits is to a great extent characterized by manual processing. Email inquiries are captured by staff and routed to the appropriate agent. In order to create the appropriate proposal for each customer, agents have to access multiple third-party systems. Finally, the proposal is sent out, yet again by email. ITyX' solutions enabled this online insurance company with 10 million customers to largely automate the textual classification and analysis of email inquiries and the extraction of relevant data. What's more, by implementing an intelligent Web self-service, 1 in 4 customer inquiries could be brought to conclusion online, thus, is also processed automatically.

OUTSET.

As online insurance, the company exclusively processes customer dialogs via email and through their Web portal – at a volume of about 50 million. Because the company is conducting all of its business online, email response management has become a “mission-critical” application. The existing correspondence management solution offers limited functionality and reaches instable system statuses caused by hugely increased processing volumes. There are no cross-channel customer and case histories. Incoming email messages are largely processed manually, which requires frequent switching between media, as there is no interface to legacy systems. The existing software solution is particularly not “future-proof” in the areas of monitoring (controlling processing volumes and maintaining defined service levels) and knowledge base (suggested responses, online FAQ and customer self-service).

THE REQUIREMENTS.

- Content classification of incoming emails through keywords and intelligent analysis
- Automatic identification and extraction of relevant data from email messages
- Automatic validation against HOST system
- Automatic storage in third-party systems (image archive, processing software)
- Automatic population of process-specific response templates
- Implementation of centralized knowledge base that will also be utilized in self-service on the website

THE CUSTOMER.

- Leading online car insurance company in Europe
- Approx. 8.600 employees
- 10 million clients
- Approx. 5,5 billion EUR in premiums

APPLIED ITYX SOLUTIONS.

- AI PLATFORM – workflow and integration platform
- RESPONSE
- SELF SERVICE



ITYX'S SOLUTION.

The company had four software solutions on its shortlist. The final choice was a combination of the ITyX solutions RESPONSE and SELF-SERVICE. Specifically, the ITyX solutions' superior integration ability and system stability were the deciding factors for the client. What's more, thanks to the combination of ITyX modules the dynamic knowledge built through AI (artificial intelligence) could be utilized on the online portal to suggest responses to inquiring customers. A large portion of customer inquiries thus is handled fully automatically.

The project was realized in two distinct phases. During the first phase, the existing system was replaced with ITyX's RESPONSE (duration: five months). In addition to integrating RESPONSE into existing third-party systems, legacy data was migrated to the new ITyX solution. All customer and case histories were therefore available at the start of operation. During the second phase, the target architecture was expanded by ITyX's customer self-service module. The linguistic (response) repertoire from the email dialogs was copied into the local network's demilitarized zone (DMZ) and indexed for use on the public frontend. Thus, ITyX was able to develop a particularly secure and future-proof solution.

Incoming customer correspondence is mostly automatically assigned to the correct document categories and transferred to the processing system, with validated relevant data. Correspondence relevant to the process is automatically identified as such, and is indexed and archived. SELF-SERVICE can automatically resolve 1 in 4 customer inquiries with suggested template responses that will bring the request to conclusion. With this approach alone, the company prevented a large six-figure processing volume, because customer inquiries were handled by the system, automatically. Additional components of the solution included the integration of the reporting with MS Reporting Server and secure data exchange between LAN and DMZ through a high-performance MQ Series Connector.

THE RESULTS.

- Considerable reduction of average processing time per case
- About 80% of all emails are automatically assigned to correct process
- Close to 1 in 4 online inquiries on the website are brought to conclusion with suggestive responses
- Up to 40% of emails, including relevant data, are transferred to processing system without manual intervention

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