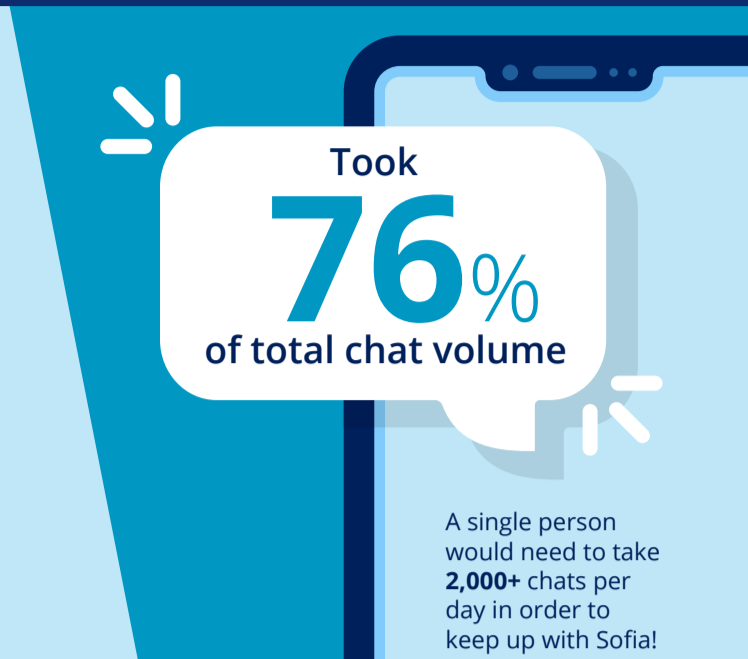




Hello, My Name Is Sofia™

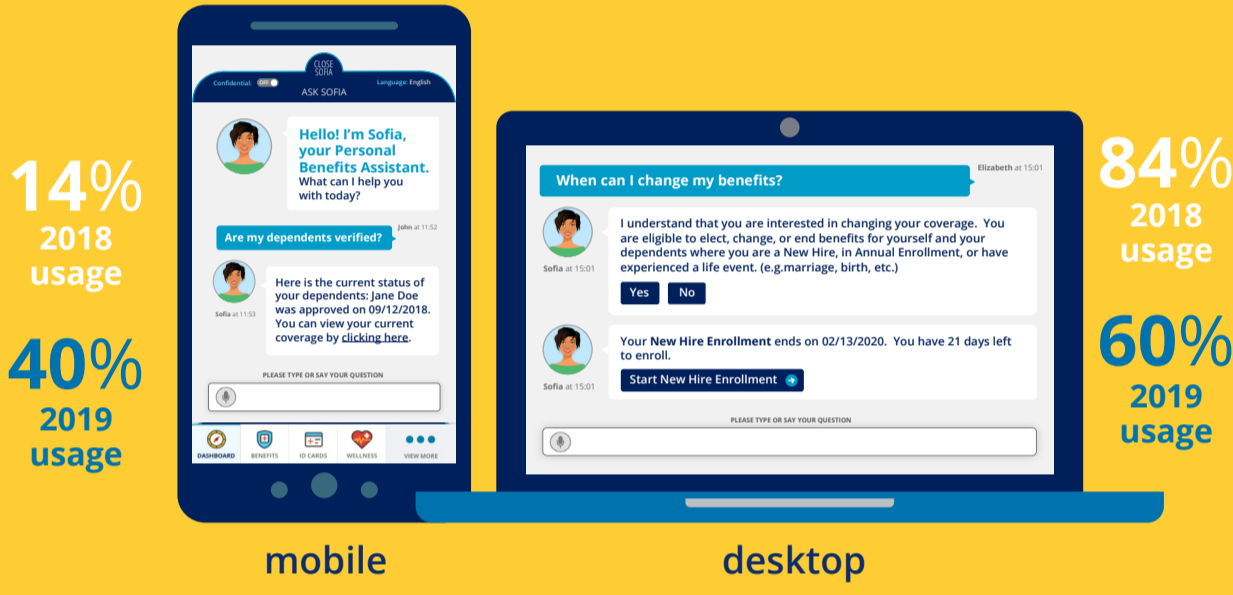
Our personal benefits assistant, Sofia™, is revolutionizing Annual Enrollment for our members! Her ever-growing artificial intelligence had a tremendous impact on our 2020 Annual Enrollment season.

During our 2020 AE season, Sofia:



Members chatted with Sofia from their desktop & in the MyChoice® Mobile App

26% In fact, members' mobile usage increased 26% year-over-year!



Sofia can tell you a cheesy joke, but she is super smart too! Here are some of the top questions asked:

I'm reading a great book on anti-gravity. I can't put it down.



Dependent Verification

Sofia instantly approved over **30%** of the total DV volume during Annual Enrollment.



ID Cards

"When will I receive them?"



Enrollment Confirmation

"Can you confirm my elections went through? When is my AE?"

Sofia can tell the member what elections we've received, along with the confirmation numbers.

! This used to be one of the top call drivers during AE.

Sofia engaged across all generations:

52%

of Chats from Millennials



30%

of Chats from Gen Xers



18%

of Chats from Baby Boomers



Sofia is smarter than the average assistant!

The more Sofia chats with members, the more she learns.



In two years, her knowledge base has multiplied

7X

Sofia can answer questions about more than 130 benefits topics in

28 languages.



In two months, Sofia performed more than **24,160 searches** in the Reference Center thanks to her full content search capability!



To learn more about Sofia and Businessolver's industry-leading technology, visit businessolver.com/sofia