



Case Study: Insurance

Customer Care Done Right — with Real Time AI

A US P&C insurer is looking to improve customer service experience for insureds' claims.

Cognizant Digital Business recently developed a specialized AI application for a leading global property and casualty insurer to improve the quality of customer experience and the accuracy of information provided by call center staff when policyholders make a claim.

Our client insures many high net worth individuals and families, including homes and valuables such as jewelry. When policyholders contact the call center to report a loss, they are often stressed. Customer satisfaction is paramount in handling claims and renewing policies.

This particular insurer is experiencing high call handling times at its call center. And while our client's third-party call center software recorded calls, it lacks the ability to transcribe calls to analyze quality. Of an approximately 8,000 calls per month, only 40 received review. Our client needs this to change.

At a glance

We provided an analytics platform informed by artificial intelligence to an industry leading P&C insurer to improve customer service, help supervisors monitor call quality and help CSRs understand customer sentiment during insurance claims calls.

Outcomes

Cognizant's solution allows our client to audit the property insurance and claims-specific dialogue between their customers and CSRs. Our results included:

- 85% – 90% call dialogue accuracy.
- Slashes supervisor's review time by 35% – 40%.
- Reviews all 8,000 calls monthly.
- Provides personality profiling and conversation cues for deeper insights.

Auditing calls for quality assurance may improve processes after the fact, but it does not proactively address how to best serve an upset caller facing a loss. Having customer service representatives (CSRs) who can quickly answer customer questions, provide key information and take steps to help is imperative.

Value for valued customers

We worked closely with our client's internal innovation team to improve its customer experience in various scenarios. Use cases include streamlining how insurance quotes are provided, automating and simplifying underwriting and improving the claims process. The company subscribes to IBM's Idea Watson and it wanted to extend Watson's analytics capability to improve how calls are handled in its call center.

We focused on the claims process. We leveraged Idea Watson to analyze customer sentiment during calls in virtually real time. We designed analytics that would help CSRs gauge the sentiment of callers, enabling them to respond appropriately with empathy, with relevant questions and with information relevant to the caller's situation.

We began with a two month project to develop a proof-of-concept. We translated real time recording into text, then used Idea Watson to automate the review and analysis of that text to learn what elements were common to calls in a range of specific circumstances. We then customized a solution to the property and casualty insurance sector, incorporating into Watson's lexicon terms specific to our client's business — from homeowners' insurance policies to automobiles, jewelry and other valuables.

Watson meets the customer

Idea Watson's cognitive services rely on analysis of speech translated to text. Out of the box, it has only

75% agility; it needs to be "trained." Our client has a checklist of 40 individual steps that should be taken on each call, from greeting the caller to concluding the call.

We taught Idea Watson how to recognize twelve entries from this checklist and created a dashboard that lets CSRs monitor call progress on their displays. By performing speech analytics on calls as they take place, the checklist is automatically updated to show which tasks have been performed and which remain. This allows each CSR to ensure they are proceeding correctly through every call. Moreover, it informs a newly developed dashboard for supervisors to monitor all 8,000 monthly calls and see their CSRs performance scores — slashing supervisors' review time by 35% to 40% each month.

Using language analytics, including diction, word choice and tone, our client now performs analytics on voice-to-text records, to gauge the sentiment of a caller during her or his interaction with a call center agent. This gives each CSR insight into the customer's attitude.

Voice to text, text to action

Next steps for this project include implementing our proof-of-concept in real time on all calls to our client's multiple call centers and monitoring the impact on overall call center efficiency. With our dashboard for checking status of each claim and our data robot that handles the many inquiries for general information received by the call center, our client can expect call volumes to decrease and customer satisfaction to increase.

For more information, visit www.cognizant.com/ai.

About Cognizant Insurance

Cognizant's Insurance Practice is one of the largest industry verticals that partners with insurers to evolve their business and technology landscape and enable end-to-end digital transformation. Thirty-three of the top 50 U.S. insurers and seven of the top 10 global insurers rely on us to help manage their technology portfolio across multiple business entities and geographies. We serve the entire range of lines of business within life, annuities, and property and casualty insurance. Our consulting-led approach, deep domain expertise and partner ecosystem enable clients to address the dual mandate of "optimizing the business" while "driving digital at scale." From large-scale core system transformation to adoption of cutting-edge technologies like artificial intelligence, analytics, blockchain, automation and machine learning, we partner with insurers to envision and build the digital insurer of the future. Our partnership includes helping insurers build their own technology platform with the capabilities they need or providing one for them, incorporating digital solutions to achieve immediate results. Learn more at www.cognizant.com/insurance.

About Cognizant Artificial Intelligence Practice

As part of Cognizant Digital Business, Cognizant's Artificial Intelligence Practice provides advanced data collection and management expertise, as well as artificial intelligence and analytics capabilities that help clients create highly-personalized digital experiences, products and services at every touchpoint of the customer journey. Our AI solutions glean insights from data to inform decision-making, improve operations efficiencies and reduce costs. We apply Evolutionary AI, Conversational AI and decision support solutions built on machine learning, deep learning and advanced analytics techniques to help our clients optimize their business/IT strategy, identify new growth areas and outperform the competition. To learn more, visit us at www.cognizant.com/ai.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).



World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060