



Case Study: Insurance

Customer care done right—with real time AI

A US property and casualty insurer improves the customer service experience for insureds' claims using an analytics platform powered by AI.

Digital Business and Technology 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 their 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.

The challenge

Our insurance client was experiencing high call handling times at its call center. And while our client's third-party call center software recorded calls, it lacked the ability to transcribe calls to analyze quality. Of an approximately 8,000 calls per month, only 40 received review.

At a glance

We provided an analytics platform informed by AI 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 its customers and CSRs. Our results included:

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

While auditing calls for quality assurance may improve processes after the fact, 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 was a key goal of the transformation.

The approach

We worked closely with our client's internal innovation team to improve customer experience in various scenarios. Use cases included 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.

Focusing 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, relevant questions and information relevant to the caller's situation.

We began with a two-month project to develop a proof of concept. We translated real-time recordings 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 those automobiles, jewelry and other valuables.

Business outcomes

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 12 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. It also 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 their 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 for our client's multiple call centers and monitoring the impact on overall call center efficiency. With our dashboard for checking the status of each claim and our data robot handling the many inquiries for general information received by the call center, our client can expect call volumes to decrease and customer satisfaction to rise.

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

About Cognizant

Cognizant (Nasdaq-100: CTSI) 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 185 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).

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