

CASE STUDY

Conversational AI & RPA at a
pension fund - Optimising
Internal Processes and
Improving Customer
Satisfaction

Customer Problem

5,000

employees, servicing 2.5 million members

50,000

forms/month processed for new members & changes (600,000 Annually)

100 FTE

processed manually by Call Centre employees (of the 200 FTE)

Impediment to growth

it is a manual process, time consuming and prone to errors



Humint Labs Solution

Humint Labs

conducted a Design Thinking
Review of customer interactions

Solution designed

using Conversational AI &
Robotic Process Automation

Elements included

chatbot automation & manual
verification escalations

Project Timing

took approximately 6 Months.
Including POC of – 1.5 Months

The Project Outcome

Form Processing

Before



Days on average

After



Days on average

Change

70%

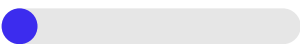
Reduction

Manual Error Rate



8%

on average



1.2%

on average

80%

Reduction

FTE utilised



100

People



40

People

60%

Reduction

Form-holder CSAT



70%

CSAT



94%

CSAT

24%

Increase

Business Impact

Form-holder CSAT

actually increased when the process was automated

60 FTEs freed up

from the Manual Form Processing team + CSAT went up

Reallocating people

to the Customer Team to improve the overall CX

AUD\$6.0 Million

additional human resources freed-up



Automate, Scale and Improve CX

VOICE & DIGITAL

Conversational AI

Machine Learning

Robotic Process Automation

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intelligence and
technology for
Innovation™

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