# CASE STUDY

Streamlining Customer Experience (CX) for an Insurance Company through Design Thinking, AI & RPA

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# Customer Problem

## Large Insurance Firm
has a contact centre of 800 employees

## Complex Interactions
intrinsically linked to their use of MS Dynamics and MS 365

## Main Issues
IVR & Call Flow, Processes, Manual Workflows, Limited Chatbot, Shared Mailboxes

## Visible Customer Frustration
CSAT impacted by a range of internal process inefficiencies

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# Humint Labs Solution

## Humint Labs

collected data, then conducted a Design Thinking Review of the customer journey

## Key focus

streamline and automate the customer journey to reduce manual touchpoints

## Multi Element Solution

IVR Refinement, AI Virtual assistant, ML Auto extract email/form data, RPA automation leveraging Microsoft Dynamics & 365, AI driven Shared Mailbox automation

## Project Timing

took approximately 6 Months

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# The Project Outcome

## Manual Data Entry

Relates to automating
email & forms Processing

**60% Reduction**
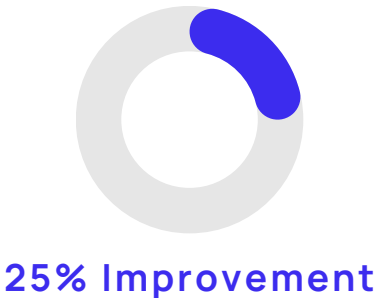
## Customer Enquiry Time

After automation &
process improvement

**40% Faster**

## FTE utilised

Pre project 800 Agents
deployed vs post 640 Agents

**20% Redeployed**

## General CSAT

Related to overall
customer experience

**25% Improvement**

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# Business Impact

## Customer Experience

measurably improves as a range of internal processes improved

## Reduced Manual Intervention

through multiple automation components (see above)

## 160 FTEs Redeployed

to premium clients for more personal, proactive customer engagement

## Leverage Existing Technology

utilise Microsoft Dynamics and 365 technology and training

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# Automate, Scale and Improve CX

## VOICE & DIGITAL

Conversational AI

Machine Learning

Robotic Process Automation

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Using human intelligence and technology for Innovation™

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