

Customer service transformation for a leading global health and life insurer

Business Challenges



Large volume of inbound calls



Legacy infrastructure



Limited digital channel capability



Manual operations

The Coforge Solution

- Comprehensive self-service across multiple channels
- Providing a consolidated, 360° view of the customer
- Increasing automated services with 'bot's and AI technologies
- Greater efficiencies with client's operational & customer engagement processes
- Proactive inbound and outbound communication

Value Delivered

20%

increase in customer retention due to 24X7 availability

7%

operational cost savings by implementing self-service capabilities

(~1 minute)

faster query resolution

Less than **30 mins**

average response time to e-mail service requests

65%+

interactions contained within AI chat