

The five phases of **DIGITAL ENGAGEMENT** for insurance



The value of a solid digital engagement strategy

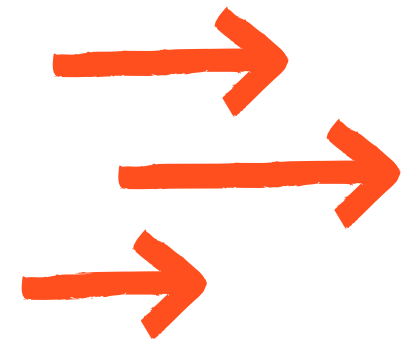
The insurance industry has been traditionally slower to react to technological change and has found itself chasing the advancements of other industries. Too often, legacy core systems and siloed functionality, such as distributions or claims, hinder insurance companies and stunt agility and innovation. This prevents the much-needed progress for being competitive.

And, for many insurers, the seismic effects of the global pandemic on business and consumer behavior have shone a harsh light on a critical gap: digital engagement.

Today's policyholders now expect a digital engagement that's secure and informative, seamless and empathetic — across all channels. Because insurance companies aren't equipped to provide this, the overall customer experience (CX) remains fragmented and alienating.

Standing out in the insurance industry means meeting customer expectations on how they prefer to engage digitally. Success or failure in the customer relationship often comes down to a single interaction.

On the path toward digital engagement, every insurer begins from a different starting point. Use this ebook to determine which phase of the journey you're in and how to advance to the next. With the right digital platform in place, you can provide the quality of service and care your policyholders expect and deserve.



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PHASE 1

Strengthen your digital service

Whether it's a policyholder checking a claim status or making a billing inquiry, if voice calls are your single point of failure, your first mission should be to reduce call volume. Policyholders want convenience and simplicity. And if they don't get it, they'll look elsewhere. High-performing self-service and automated solutions offer much-needed information and streamline engagement.

Deploy a simple FAQ widget or chatbot.

FAQ widgets or chatbots are great ways to provide answers fast. If you use a bot, make sure it can understand and effectively address your most common policyholder questions and concerns.

Make the widget or bot available 24/7.

Interactions between carriers and policyholders are limited, so earning loyalty can be difficult. That's why your bots need to be deployed at all hours, across all digital channels, providing seamless service at all touchpoints. Be sure they always reflect the most accurate and up-to-date information and, as a bonus, you won't need to retrain service reps on this basic information.

Use AI-powered analysis.

With artificial intelligence (AI) running on the back end, you can monitor trends and glean insights about policyholder needs. Use those insights to fine-tune your strategy and personalize your approach. Make it easy for customers to find the answers they need and offer them the right product tailored to their unique circumstances.



PRO TIP:

Bots are ideal for addressing the low-hanging fruit — frequent, straightforward questions — that typically fills up your phone queues, such as policy coverage inquiries. If you're not sure where to begin, ask your service representatives for a list of the most commonly asked questions.

PHASE 2

Amplify your digital support

Once you have basic, self-service solutions in place, there are more ways to serve policyholders. Promote new digital channels and escalation paths to give customers more connected, intuitive journeys. This provides a better experience for your customers and your employees.

Use chatbots to triage.

Chatbots are most powerful when connected to other engagement channels, which makes it easy to transfer more complex requests to a live service representative, as needed.

Offer a smooth transition to a live agent.

Let interaction details and policyholder preferences determine the next best channel. A live chat or callback could be the perfect fit.

Make sure service reps have the full context.

Passing along the details of the initial inquiry spares everyone — policyholders, service reps and agents — the frustration of having to start the conversation from the beginning, especially during stressful times like making a claim.

Simulate face-to-face experiences.

Carriers pride themselves on being both close to their customers and thoroughly informed about the risks and challenges they face. So, for interactions that should be more guided or personalized, incorporate features like video and co-browse. These elevate the experience and create stronger connections with your brand.



PRO TIP:

Your IVR and website are great places to let policyholders know what other digital channels are available. If a customer is on hold, for example, offer a message that proposes more immediate assistance on chat or your website. Then, on your website, drive adoption through proactive chat and suggested responses.

At a glance

Customer: Belfius Insurance

Industry: Insurance

Location: Europe

Challenges:

- Information spread across disparate systems
- Large volumes of inquiries
- Long customer wait times

Winning CX tech stack

Product:

- Genesys DX

Capabilities:

- Chatbot

RESULTS:

- 20-30% decrease in call volume
- 25% increase in number of questions addressed
- Shorter response times
- Positive results in customer surveys

Read the full Integral Care case study [here](#).

Challenge

Belfius Insurance has served people across Belgium with an authentic local approach since 1925. Its separate legacy systems made it difficult to access data, which flooded support desk operators with calls and resulted in unnecessarily long wait times and dropped calls.

Belfius needed a future-proof solution that met strict security regulations and GDPR — without compromising the customer experience.

Solution

With the deployment of the Genesys DXTM solution, Belfius Insurance created a knowledge-based chatbot to handle the high volume of general and repeat questions — and to provide support outside of business hours. The centralized knowledge library also improved information access for service reps, saving time and reducing training costs.

Additionally, the reporting and dashboard features provided visibility into potential knowledge gaps in service delivery.

PHASE 3

Empower your employees

Remote work has changed the way employees access information. Activities your service teams do at the office — collaborate with colleagues or consult shared insurance cases — are harder to do at home.

AI, bots and other digital engagement technologies deflect interactions, reduce handling times and improve efficiency. This means you can give customers exceptional service without overworking service reps.

Centralize information.

An AI-powered database fills in knowledge gaps and empowers your service reps to always provide consistent, accurate and up-to-date information. And that's imperative for carriers, often during situations policyholders find stressful.

Stand up a “smart advisor” bot.

After a handoff, this bot can “listen” to a service rep and suggest relevant responses and information. It draws from a single, centralized source of knowledge that's accessible to all employees, regardless of where they're working.

Learn from patterns and then act.

Behind the scenes, AI “learns” from policyholder questions and service team answers. Predictive analytics identifies gaps and patterns that quickly become actionable insights to help you anticipate and address sales and service needs. By optimizing engagement with predictive personalization, you'll always use policyholder preferences — not carrier needs — to drive interactions.



PRO TIP:

In this phase, you're moving from deflection to action. Investing time here means your whole team spends less time looking for information and more time proactively solving problems.

PHASE 4

Optimize your support strategy

The insurance industry is dynamic; it needs dynamic solutions. What truly sets digital customer support apart is how easy it is to optimize, improve and adapt over time — even for large-scale carriers with several moving parts. With self-service and AI assistance, you can leverage insights gained from analyzing interactions and take your digital services and experiences to the next level.

Synthesize big data sets.

With an AI-powered digital platform, there's no need to manually pore over call logs, recordings and notes. All the data is easily synthesized into a big-picture view of customer experience across every channel and every step of the journey.

Focus on strategy.

With insights gained, you can prioritize focus areas to strategically enhance the policyholder experience. Improve your self-service bots to deflect more calls. Bolster support on another channel where it's needed most. And provide targeted training to your service reps. Whatever you decide, let data guide your choices.



PRO TIP:

For maximum success, pair data with input from your team. Incorporate service team feedback about what works, what doesn't work and what they need to perform better.

PHASE 5

Evolve to the next level of self-service

Look to the next step in digital engagement — give bots a bigger job.

Move from information to action.

Simpler bots often just react to queries and provide information. Now you can deploy bots that are proactive and perform actions for customers. Common use cases include offering proactive communications about application status, claim status or payment notification.

Integrate bots with key systems.

You can also integrate advanced bots into multiple, disparate systems like customer accounts information, as well as underwriting and claims systems.

Transferring data between systems lets bots complete more complex tasks. And, when plugged into your wider ecosystem, bots continue to improve efficiency and utilization — all the while confidently guiding policyholder interactions.

Automate routine tasks.

Let your bots do the mundane, repetitive lifting. Self-service keeps customers engaged and empowers them to accomplish more — from requesting a quote to filling out an application or filing a claim. And when you automate routine tasks, agents are empowered to address more complex interactions. And, ultimately, this cuts costs, drives efficiency and reduces churn.



Master digital engagement

From simple self-service FAQs to conversational AI and proactive support, investing in digital engagement will differentiate your carrier to meet your ever-changing policyholder needs.

For more practical guidance on how to master digital engagement, visit genesys.com/resources/digital-channels.





ABOUT GENESYS

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