

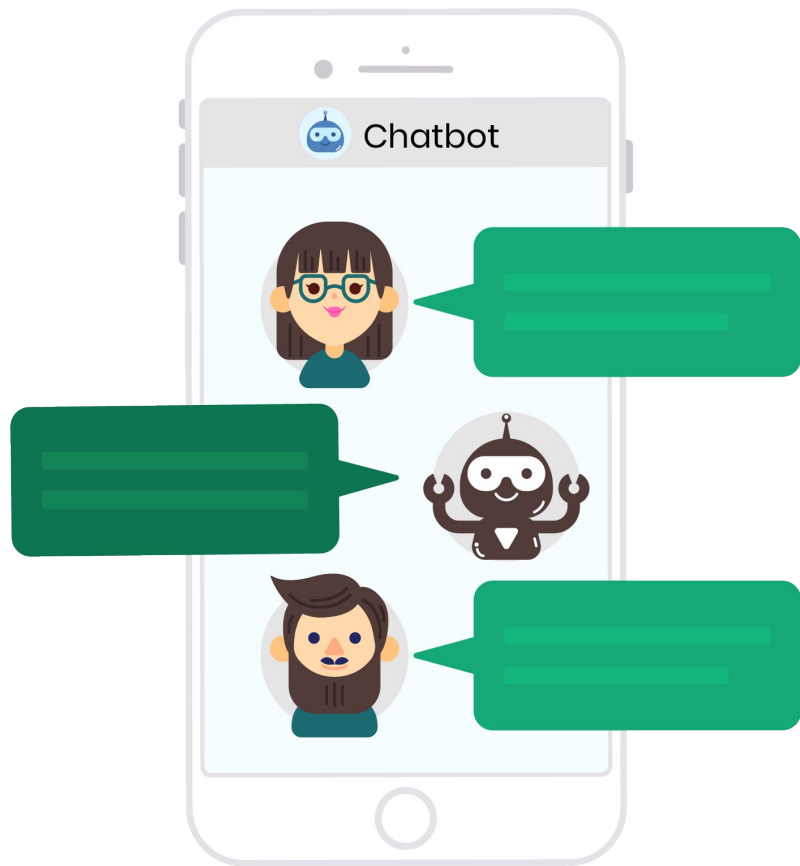
MANTRA LABS

RELIGARE

HEALTH INSURANCE CHATBOT

CASE STUDY 2019





AI Chatbots – Your *Next* Customer Service Agent



RELIGARE

Religare is a **specialist health insurer** committed to delivering excellence in customer servicing, product innovation and value-for-money services.

As one of the top health insurers in India - Religare offers products for **Health, Critical Illness**, Personal Accident, International Travel and Maternity along with **Group Insurance** for corporates.



54
OFFICES



2.6M
LIVES



1200
EMPLOYEES



1100
CORPORATES



300+
LOCATIONS



THE CHALLENGE



- ▶ Being a top health insurer, Religare's retail website encounters several **hundreds of queries** relating to quotes, or policy information – on a *daily* basis.
- ▶ Prior to the implementation of a chatbot, customer support was handled over call, averaging **\$0.5 - \$1.0** per minute, for each service request – **keeping operating costs high**.
- ▶ Overall, a website-only approach **limited** the **efficacy** of convenient access and usability for the end-user.
- ▶ The new changes mandated simplifying access to insurance services for their **existing customers**, while also bringing down costs.

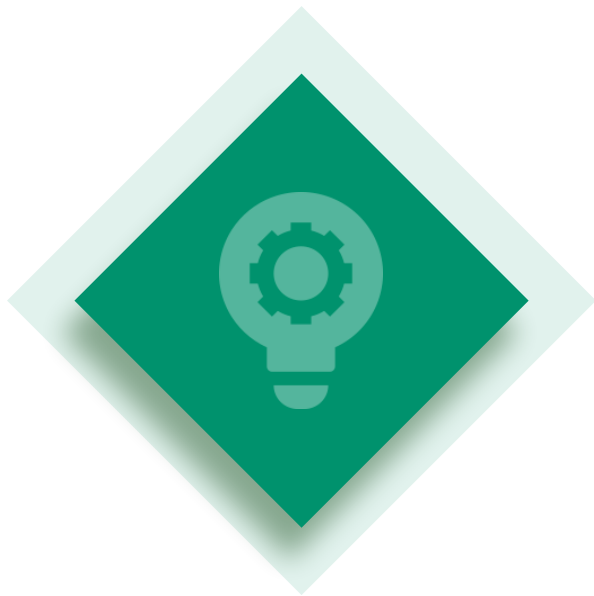




The average cost-per-minute of chat handle-time for a live chat agent is **\$1.05**, while the average cost per chat session is **\$16.80.**"

- HELP DESK INSTITUTE (HDI)





THE SOLUTION

An NLP-powered chatbot implementation allowed the insurer to operate with improved cost-efficiency and reduced handling time for key business verticals, including –

New Business

Existing Business

Policy Renewal

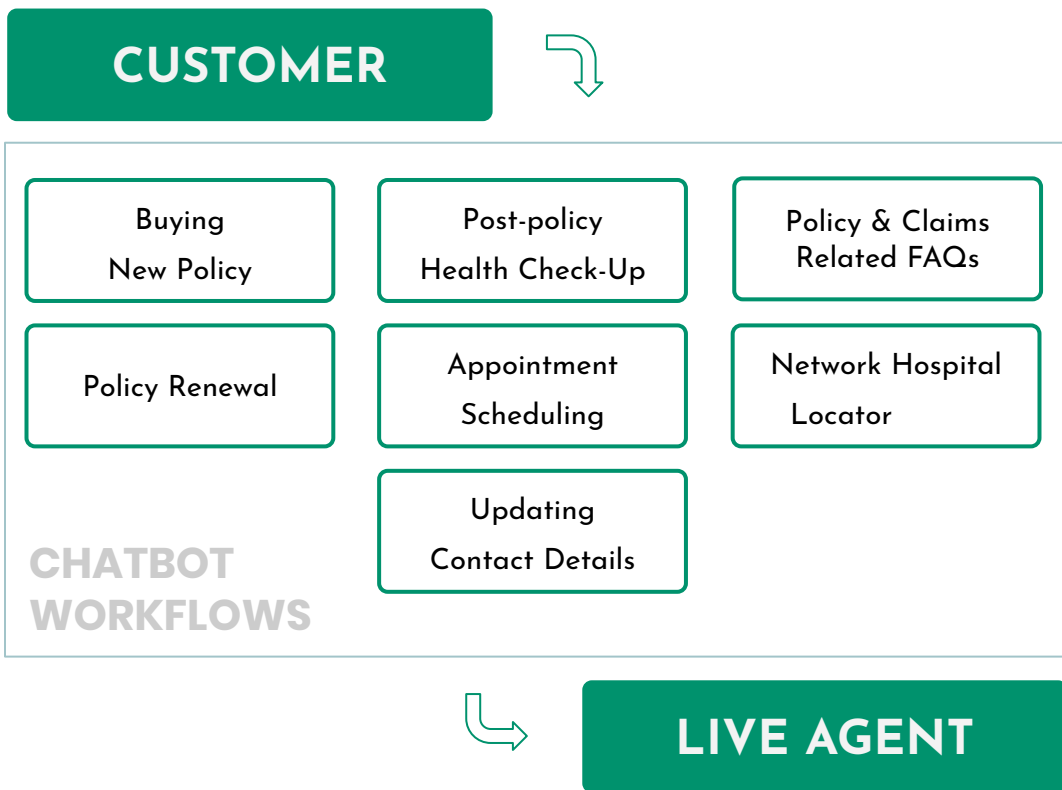
**FAQs & Other
Services**





SOLUTION COMPONENTS

A **customer-centric chatbot** built for scale, can handle the bulk of customer queries without the need for human intervention.







“

5x incremental sales
converted via Chatbots.”

– HITEE CHATBOT





“

10x increase in customer interactions via Chatbot implementation.”

– HITEE CHATBOT

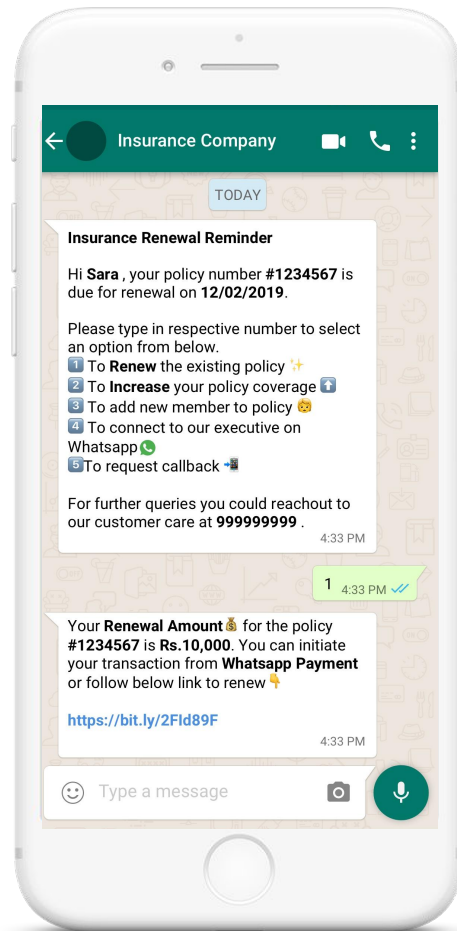
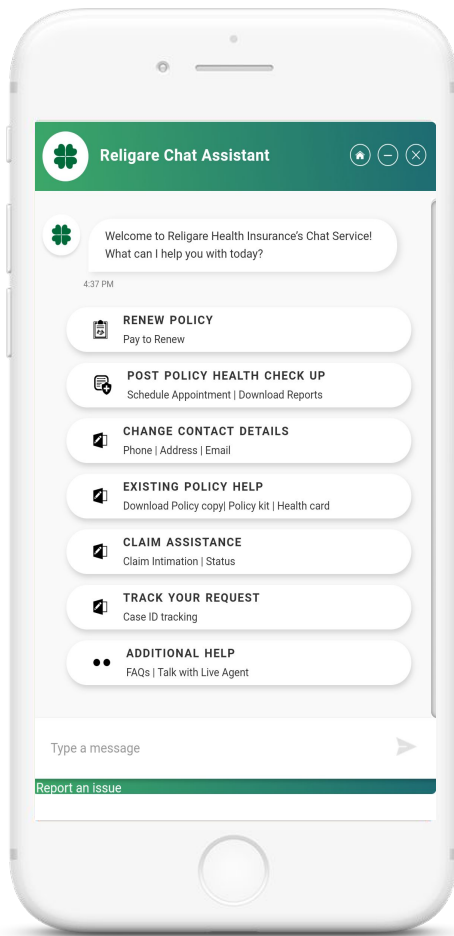


AI CHATBOT INTEGRATION ON WHATSAPP

- ▶ With cognitive services, an intelligent chatbot on WhatsApp enables insurers to perform a variety of tasks which includes product research, customer support, follow-up communication, pre- and post-sales support, and in turn conversion – **automatically**.
- ▶ Chatbot NLP and integrations are replicated for Religare's Whatsapp chatbot – where the following features are covered:
 - ▶ **Download Policy Copy**
 - ▶ **Generate Renewal Reminder**
 - ▶ **Request Duplicate Policy Kits**



CHATBOT SERVICES & WHATSAPP INTEGRATION



KEY RESULTS

7+

Average Duration of
Chat Session (mins)

9

Number of
Flows Handled

17

Number of
Sub-Flows Handled

**Context-Driven
Conversation
NLP Maturity**

2K+

Total Number of Chat
Messages Handled

99.99%

Uptime

28.90%

Fallback Rate

20%

of Website Visitors
Interacting with Chatbot



Looking for a Specific Process Automation Bot?

Our bots create over **80% FTE** savings.

schedule a **demo?**

Call us at **+91 974-049-5689** or,

Drop us a line at hello@mantra.ai

