

Conversational Ai for INSURANCE

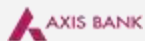
Elevate the INSURANCE
experience with AI-powered
Conversations across 30+
Channels



Conversation Cloud for
Marketing | Commerce | Support

Top BFSIs in India trust us for Conversational Engagement

Top banks



Proven scale with
zero latency

Top insurance providers



On-premise and
local cloud



Regulatory compliant

Top Fintech



Premium partner of
Google & Meta

Capital markets, Payments, credit score, AMC



Finance brain with 150+
pre-built journeys

Conversational engagement across the customers' journey

● Pre-purchase ● Purchase ● Post-purchase

Lead Generation

KYC

Premium
Calculator

Scheme
Information

Premium
Payment

Activation

Processing and
Underwriting

Agent Assistance

Claim &
Settlement

Customer
Support

Renewal

Upsell/ Cross
Sell

Reimbursement

Feedback &
Survey

-26%

Onboarding Time

+62%

upsell & cross-sell revenue

94%

Queries handled without
human intervention

Journeys

Insurance Policy Purchase in 3 minutes

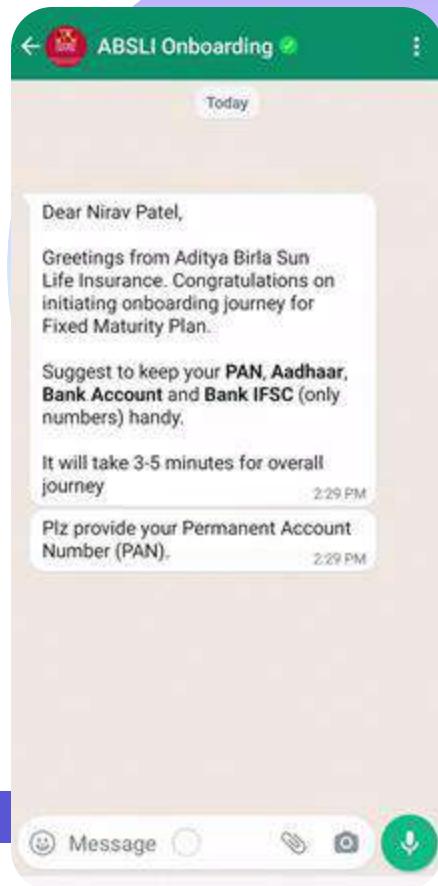


Life insurance provider enables instant end-to-end policy issuance, including KYC and payment over WhatsApp

Customer Journey

- Customer opts for the relevant plan
- Shares details like PAN number, name and mobile number
- Selects the investment amount and term
- Receives quote and benefit details document
- Completes premium payment and policy purchase

Life Insurance



Insurance Policy Purchase

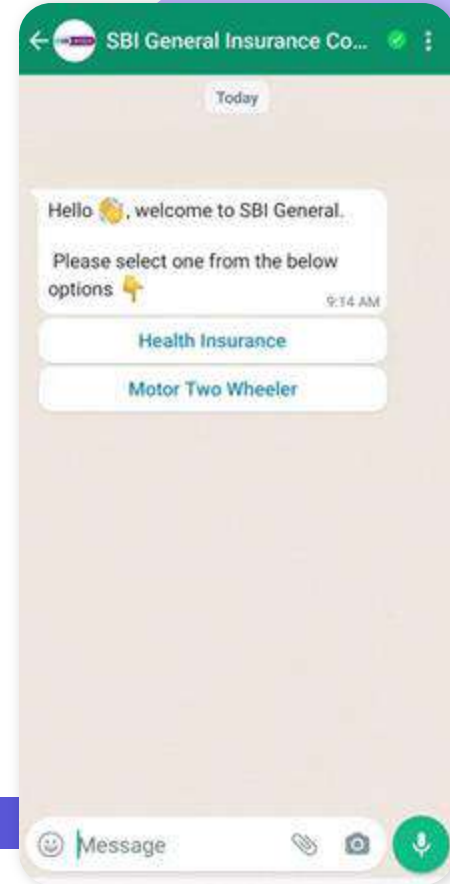


Insurance provider enables end-to-end policy purchase on chat

Customer Journey

- Provide details to calculate health insurance premium
- Get plan options and selects appropriate policy that suits your requirements
- Get payment link and complete purchase through UPI

General insurance



Insurance Upsell

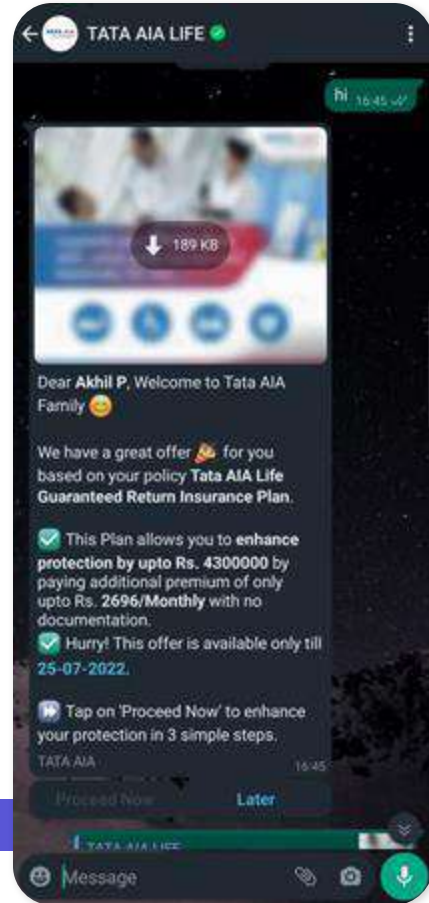


Insurance provider upselling products on chat

Customer Journey

- See add-on plans and add to cart based on requirement
- Give consent that you have understood the insurance plan details and benefits
- Get payment link and complete purchase on whatsapp

Life insurance



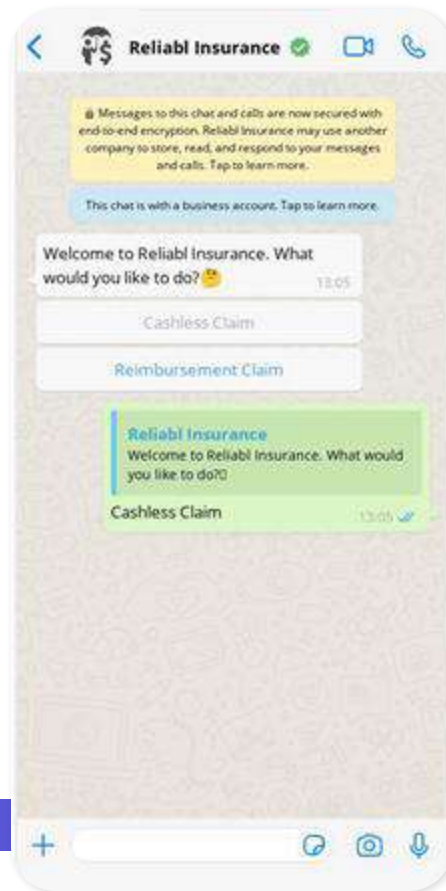
Claims Processing

Insurance provider allows customers to claim cashless insurance on chat

Customer Journey

- Provide policy details to initiate claim
- Give consent through OTP and confirmation of details such as name, DOB, etc
- Select hospital and get the claim settled quickly

Health insurance



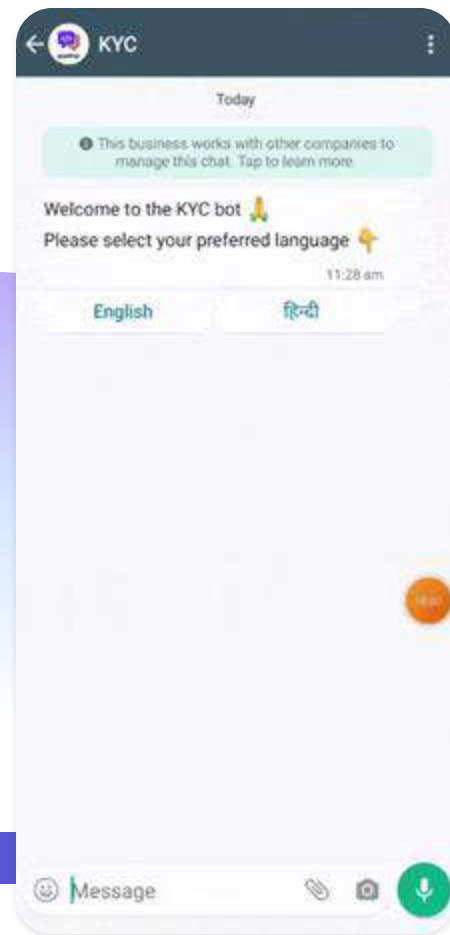
Conversational KYC

KYC on a conversational interface in 60 seconds with minimal user inputs and automated validation

Customer Journey

- Upload photo of Aadhaar or PAN card
- Provide OTP received on your phone via SMS
- Confirm details fetched by the bot to complete the KYC process

Fintech



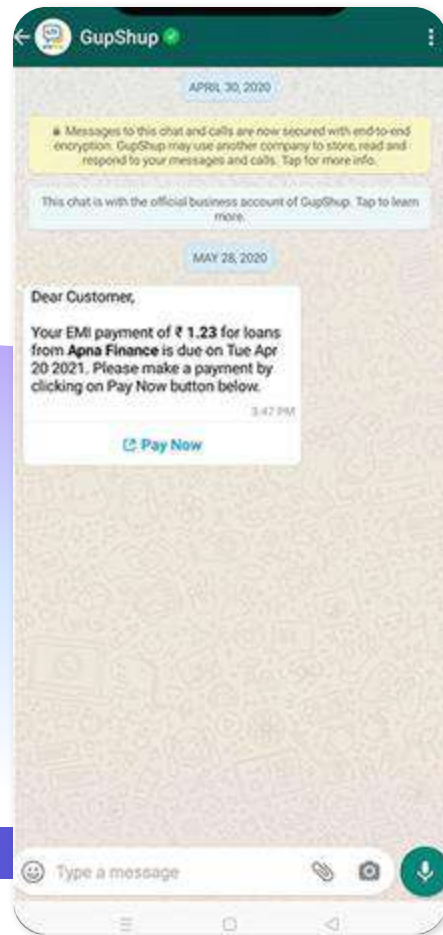
1-Click Bill Payment Over Messaging

Insurance provider sending actionable payment reminder on WhatsApp

Customer Journey

- Sending automated whatsapp messages with 1-Click Bill Pay button
- Engaging with vernacular customers who couldn't communicate in English
- Sending automated payment reminder when auto debit is not working
- User makes the payment on UPI and receives confirmation instantly

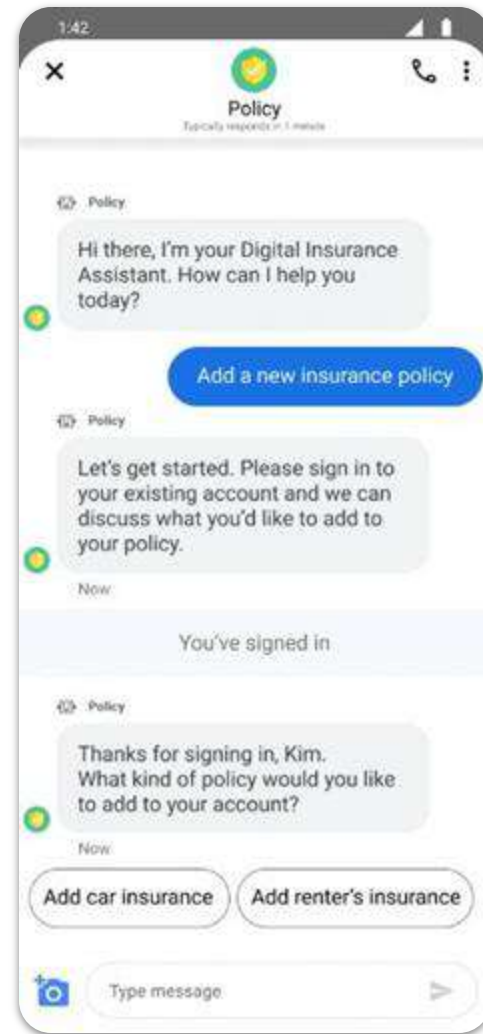
Collections



Engage high-intent visitors with Google Business Messages (GBM)

Turn searches into conversations

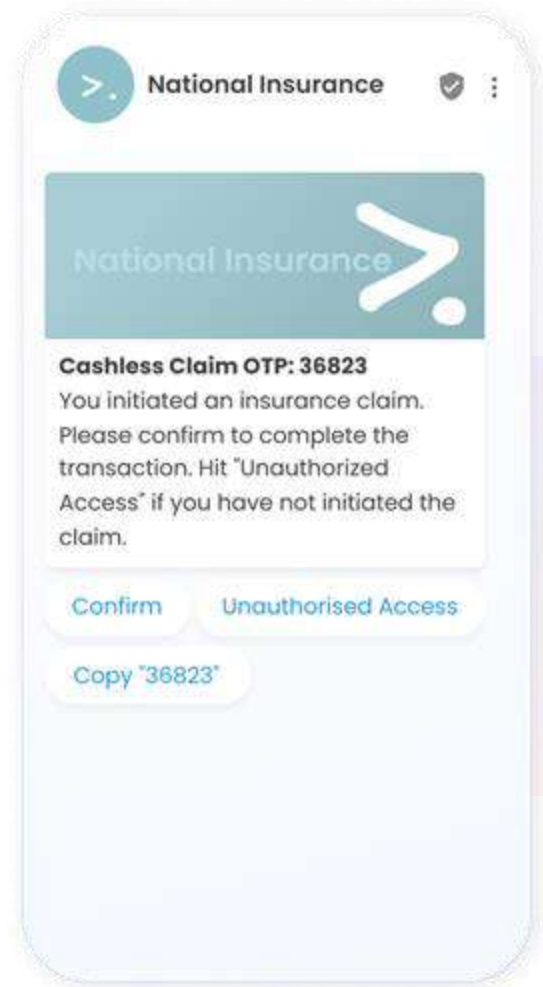
- Customer initiates a conversation through Google Search, Maps, or the insurance provider's website/app
- Selects from smart replies such as Buy Insurance, Cashless Claim, Upload Documents, etc.
- Switches from bot to live agent for detailed queries
- Insurance provider gets 30 days free re-engagement window for the given user



Deliver rich, 2-way conversational experiences within the native messaging app of Android phones

Introducing RCS Business Messaging

- RCS works in the default Messages(SMS) app in Android phones
- RCS is pre-installed for leading OEMs such as Samsung, One-plus, Mi, Oppo, and Vivo
- RCS can facilitate agent chat feature within the default SMS app, giving users more interactivity
- Through RCS, Insurance providers can engage customers in conversations, recommend policies, answer queries, resolve doubts, assist in sales, and enable claim and settlements



Credit Score Check

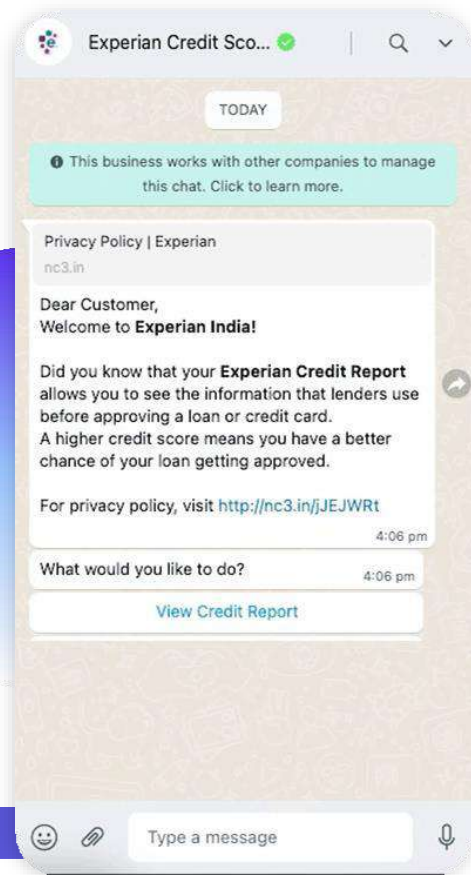


Credit reporting company provides bureau score to consumers over WhatsApp

Customer Journey

- Provide basic information such as name, mobile number, and email address
- Provide consent to fetch credit report
- Authenticate using OTP
- Get free credit score report delivered to your email

Credit reporting



Voice Self-Serve

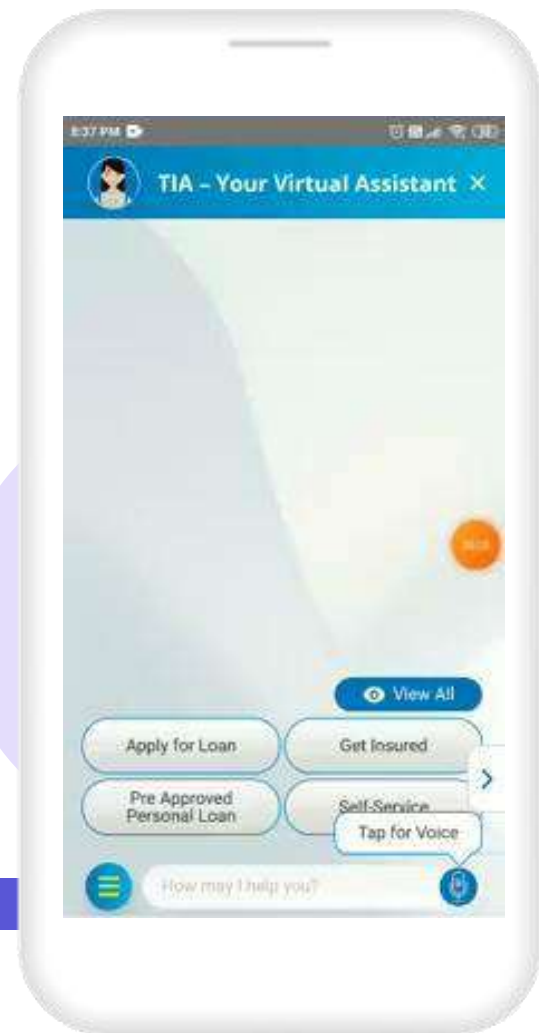


Wealth management company allows users to self service through voice commands

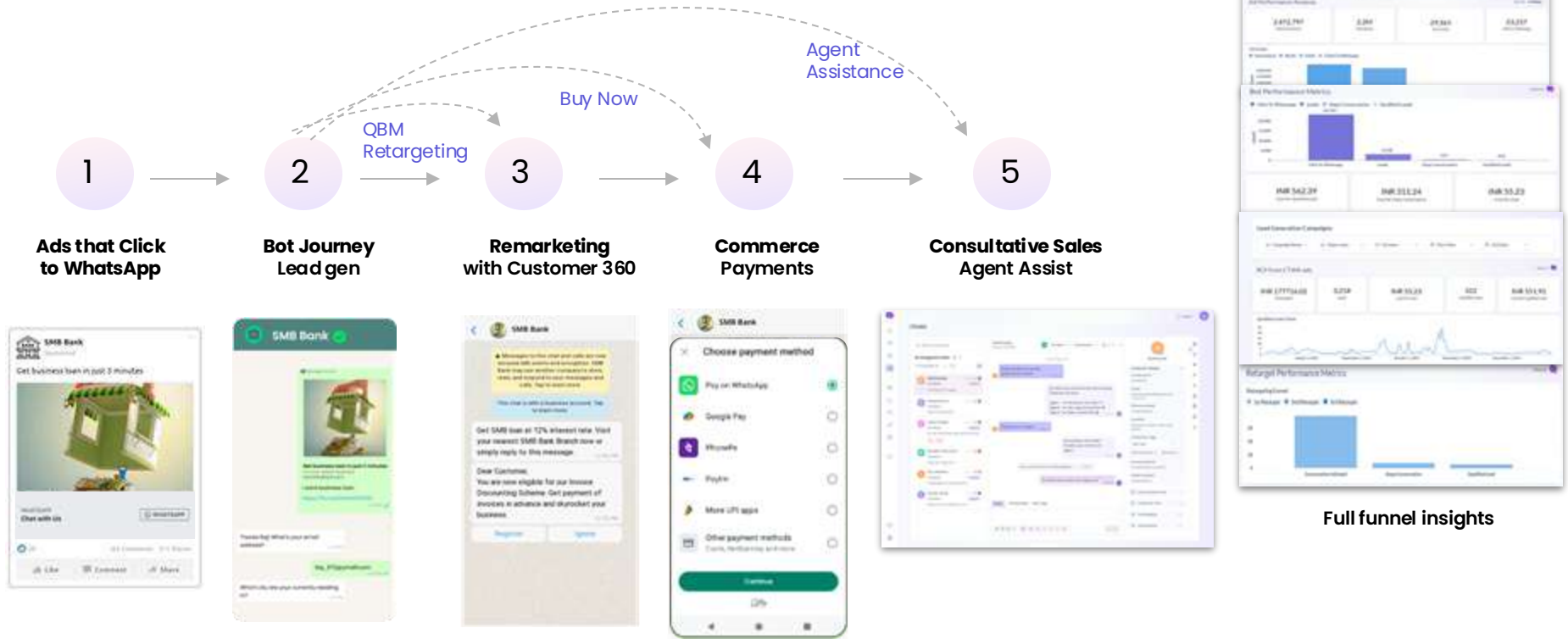
Customer Journey

- Download statement of your account by instructing the bot via voice command
- Apply for loan & insurance through a voice based conversational journey
- Calculate EMI by providing the inputs via voice

AMC Fintech



Maximize CLTV with Complete **Ads to Conversion** Offering



ROI from click-to-chat ads is best realized with end-to-end execution across the customer lifecycle and data-driven funnel optimizations

Entry Points of Conversational Insurance

Organic entry points

- FI's social media profiles such as Instagram, Facebook, Twitter
- Website & app
- Missed calls and IVR
- SMS with link or keyword



Paid entry points

- Click-to-chat ads on Facebook and Instagram
- In-app promotions



Offline entry points

- QR codes in offices or welcome documentation
- Outdoor advertising
- PR and news media articles





Insurance aggregator automates lead qualification and cross-sell by sharing plans and providing quotation to customers based on their specific data

~2.5%

Click-through rate

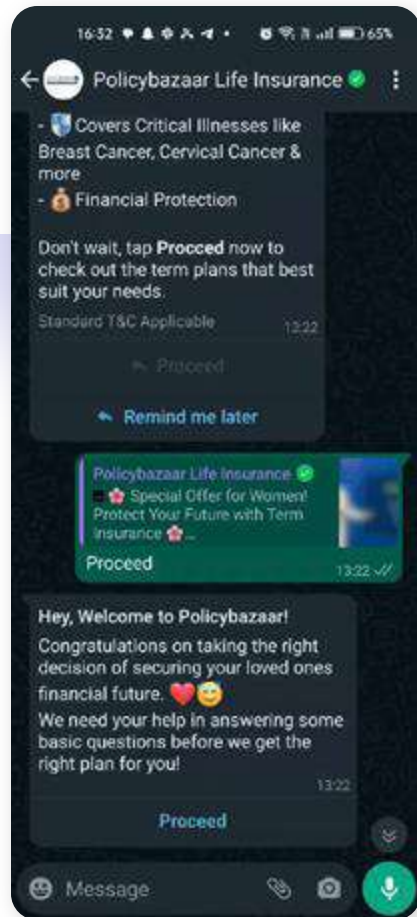
50- 70%

Flow completion rate

Reduced

Agent effort

- A high involvement business, insurance sales require consultation and agent hand holding. Policy Bazaar was directing their leads to fill a form on their website, which had a high drop off
- The aggregator was looking to make the lead qualification and data gathering process more efficient
- Identified customers receive a message educating about insurance benefits and on proceeding, enter details such as DOB, gender, income, education in a streamlined manner
- Based on their information, they receive suitable plan recommendations and on selection, they are directed back to the website for purchase completion
- Qualified leads are stored with Policy Bazaar, allowing for targeted conversions



CASE STUDY

SBI Life engages customers with two-way communications over Whatsapp

2.3X

Increase in user engagement

47%

Reduction in support calls

1.8X

Policy renewal payments



- Customized solution with smart Messaging API, enabling effective customer communication over WhatsApp
- WhatsApp leveraged for policy updates and premium payment reminders
- Chatbot also provides customer support with FAQs

PRE-PURCHASE

- Product enquiries
- New product launches
- Pre-insurance verification

PURCHASE

- eKYC
- Payment reminders
- Onboarding assist

POST-PURCHASE

- Customer support
- Transaction alerts
- Receipts
- FAQs



HDFC Life is transforming Payment Journey and Boosting Conversion Rates

3.59%

Conversion Rate
of Payment
Messages

₹13.26

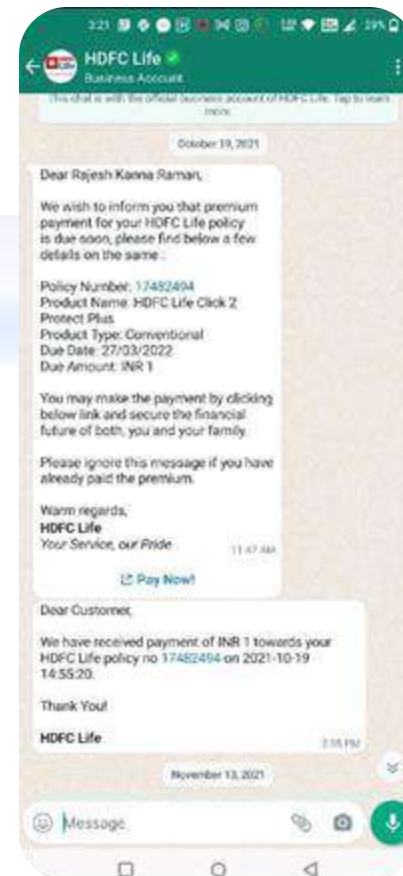
Total Cost per
conversion

50%

Increase in Click-
to-Payment ratio



- HDFC Life Insurance faced the challenge of a lengthy 15-click process for premium payment, leading to a drop in conversion rates.
- Gupshup addressed this issue by implementing a 1-Click Bill Pay feature, reducing the process to just one step.
- Introduced automated reminder messages that were highly effective, with an impressive 98% acknowledgment rate. This streamlined communication helped in reducing the collection cycle and improving overall efficiency.



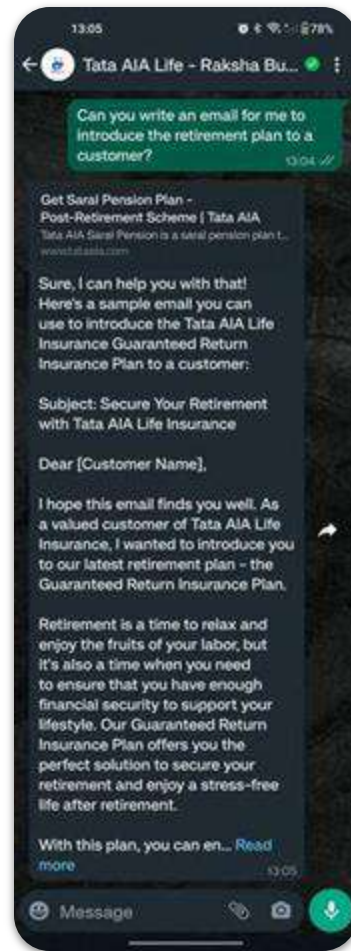
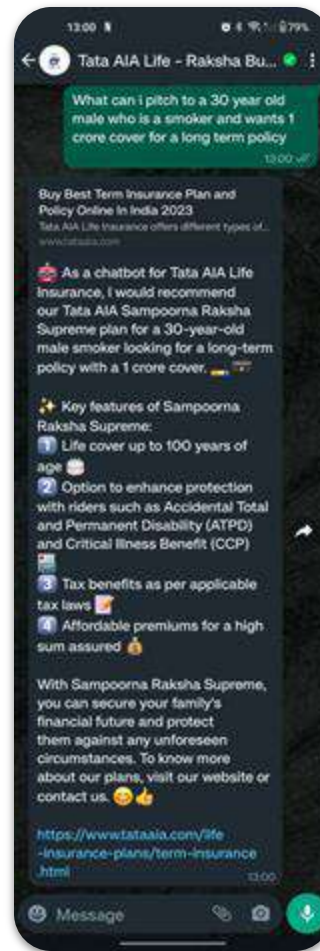
CASE STUDY

Insurance provider ramps up sales training efficiency with Gen AI bots

*AI powered



- Tata AIA leverages Gupshup Auto Bot Builder to scale up its employee learning with Gen AI-based onboarding and training
- The insurance provider has a large gamut of products and expects employees to stay on top of the offerings and changing taxation rules
- The 'Raksha Buddy' bot is an LLM based bot trained on company brochures, policy documents and tax calculation sheets
- Aids sales teams with product discovery, and helps them tailor the pitch and provide relevant recommendations on the move
- Answers questions such 'Right insurance policy for a 30 year old male smoker with a INR 10 million cover' or with drafting an email for a given customer need



Conversation Cloud

By Industry



Retail



E-commerce



Banking & FinTech



EdTech



Healthcare



Travel & Hospitality



CPG



Food & Bev

Converse

Conversational Journey Orchestration (CX)



Journey Builder



Campaign Manager



Catalog & Payments



Agent Assist

Advertise

Click-to-chat Ads Manager



Click-To WhatsApp



Click-To Instagram

Communicate

Omnichannel Smart CPaaS

Omnichannel

30+ Channels

Failover

High-Scale

Personalize

Integrations



Customer360

Conversational CDP



Audiences



3P Connectors

AI

Gen AI Platform



ACE LLM



AI Builder



Domain Models