



Flamingo Ai Case Study RILEY: Virtual Service Assistant.

A Conversational Ai Product
for your service journeys.
From On-boarding to all Customer
Service Inquiries.



A Top 10 USA Insurer uses RILEY

Problem

Customers do not understand the value of the insurance policy they had purchased, resulting in a high customer attrition rate – 40% churn in the first 60 days.

Solution

Deployed RILEY (Virtual Service Assistant) to:

- Invite customers to interact with RILEY via an email campaign
- Guide customers through the policy they had purchased – what they are and aren't covered for
- Show customers how to make a claim
- Educate customer on other services offered by the insurer
- Actively up-sell and cross-sell customers who realized they had purchased the wrong product

Results

Results included a 20% actual improvement in retention, a 35-point improvement in NPS, 25% up sell and cross sell opportunity and a reduction of 30% of calls. Additionally, Flamingo Ai found that as a direct result of deploying RILEY, customers (and employees) better understood the different product features for different policies. This included identifying more clearly which features created the most customer value. In some instances, customers and employees didn't even know some of these most valuable features had existed prior to interacting with RILEY.

Unsupervised

NPS increased from 35 to 58 points.

Reinforcement

Intention to stay for 12 months was 93%. Actual retention rates increased by 20%.

Easy deployment

A 30% reduction in calls to the call center.

Always learning

Customer comments were very positive, noting the satisfaction with the insurer and the Virtual Assistant.

For more information or a demonstration

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