



Flamingo Ai Case Study ROSIE: Virtual Sales Assistant.

A Conversational Ai Product
for your service journeys.
From Inquiry, Quotation,
Application, Bidding and Payment.



A Top 10 USA Insurer uses ROSIE

Problem

Low online sales conversion rate for direct to consumer Life Insurance quotations.

Solution

Deployed ROSIE (Virtual Sales Assistant) deployed in fully automated mode (no human/employee)

- Customers click through online campaign to the insurer's website where ROSIE meets them
- ROSIE guides customers through their full online Life Insurance quotation
- ROSIE answers questions customers have about their Life Insurance then guides them to the next step in the quotation process
- ROSIE completes the quotation and hands to a third-party Application platform

Results

On day 1 ROSIE could answer 25% of customer questions. By week 2 this was 70% of customer questions accurately answered. If 'confused' or 'confounded' ROSIE could ask the customer for clarification or ask the customer to continue the journey. By week 7 ROSIE could accurately answer 85+% of all customer questions and was converting quotations at 40% of interactions compared to the control group of 12%. Hence there was a x3 uplift in conversion rates.

The insurer also learned that 25% of customers were not buying Life Insurance for themselves but for a loved one which the existing product and process did not cater for. Hence the insurer made changes to the product and process to address this. Without ROSIE they would not know this.

Unsupervised

We use Unsupervised Machine Learning that means learning is exceptionally fast and requires only small data sets to become proficient.

Easy deployment

ROSIE is fast to deploy, designed for business people to configure and operate.

Reinforcement

Reinforcement Learning feeds information back to the Brain from all customer and employee interactions to ensure continual learning.

Always learning

ROSIE constantly observes customer interactions, continually improving responses and cataloging new data to draw from.

For more information or a demonstration

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