

May 4-5 2017 | Claridge's London

BGL Case Study

Intelligent Assistants Conference



sabio



 @SabioSense

 @BGLGroup

Hello

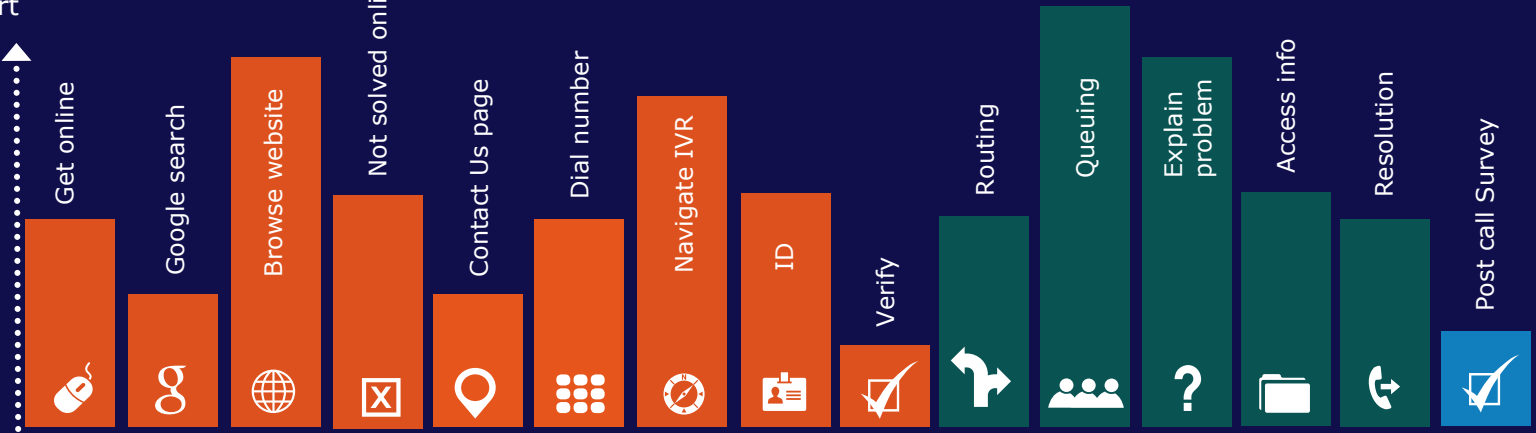
We're Sabio



Customer experience
should be brilliant...



Customer Effort





Rising Customer Expectation



Driving out
cost



Data
Analytics



Personalising
Service



Low Effort
Experience

Proliferation of channels



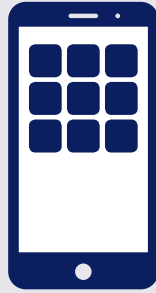
Proliferation of data



The virtual assistant era is upon us



web
90's



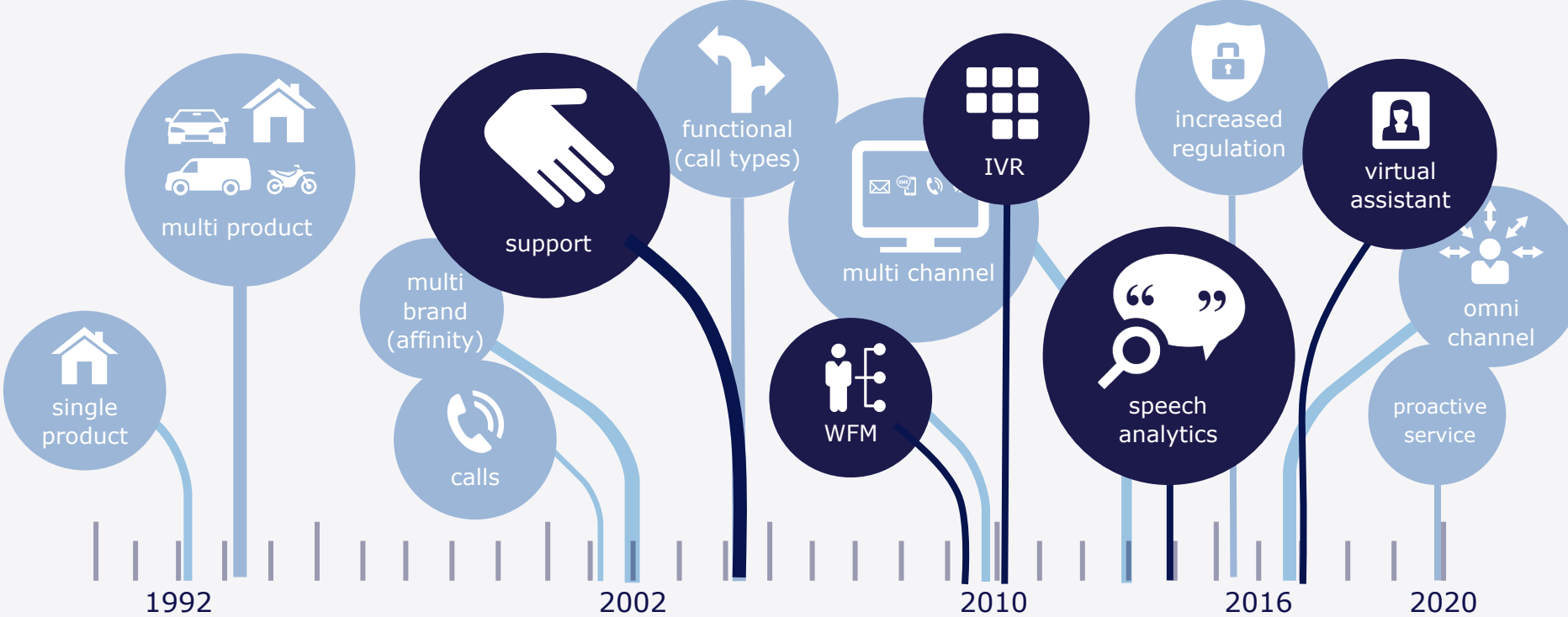
mobile
00's



assistants
Now

Every 10 years a
new computing
interaction
paradigm emerges

BGL – Sabio Journey



 @SabioSense

 @BGLGroup



General Insurance

Price Comparison Companies:



Own Brands:



Partner Brands:



Including:



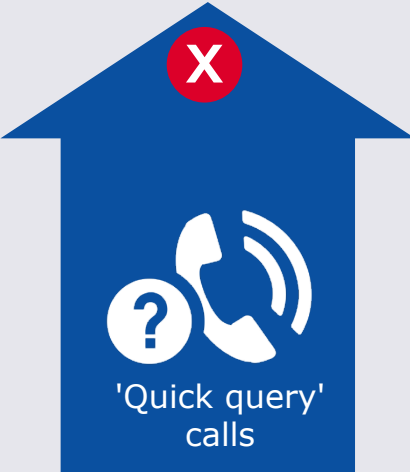
Leading UK
highstreet
brands

Before Pilot



A blue upward-pointing arrow with a red circle containing a white 'X' at the top. Inside the arrow is a white icon of two overlapping speech bubbles.

Simple web chats



A blue upward-pointing arrow with a red circle containing a white 'X' at the top. Inside the arrow is a white icon of a telephone handset with a question mark in a circle next to it.

'Quick query' calls



A white question mark inside a white circle, centered on a blue square background.

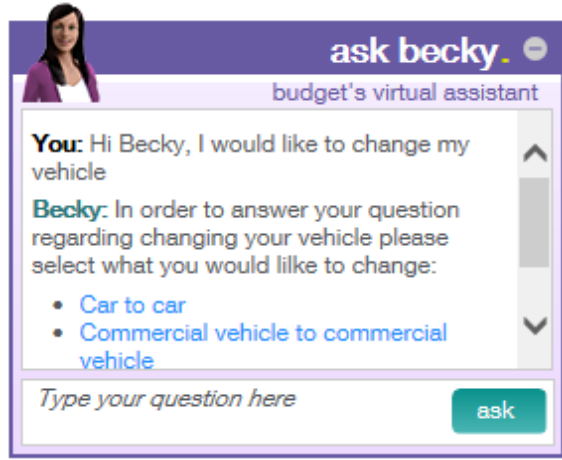
FAQs poorly rated



A blue downward-pointing arrow with a red circle containing a white 'X' at the bottom. Inside the arrow is a white icon of a hand with the index finger pointing at a target symbol.

Slow adoption self service

Virtual assistant proof of concept



- Let me introduce you to..... Budget Becky
- Becky is ready and waiting to help you complete your car insurance quote, day or night
- Handling hundreds of questions
- Guiding customers to answers and service options



Welcome to your Car Insurance Quote

A A A

Please enter your details below for a great quote in minutes

We'll search our panel of selected car insurers to find a great policy for you

Already saved a quote? [Click here to retrieve a saved quote](#)

Get a new quote

Title*

First name*

Surname*

Date of birth* / /

House number/name*

Postcode*


Vehicle registration

leave blank if not known - you can still get a quote

Before you begin

SECURE WEBSITE

It is important that the information you provide throughout the quote and duration of the policy is accurate. Failure to disclose correct and complete information to the best of your knowledge and belief may result in increased premiums, refusal of a claim or not being fully paid, your policy being cancelled or being made null & void and treated as if it never existed.

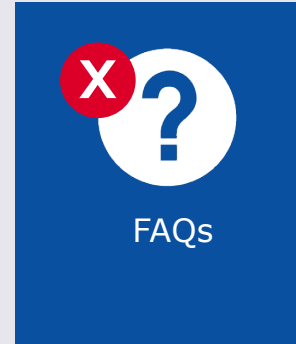
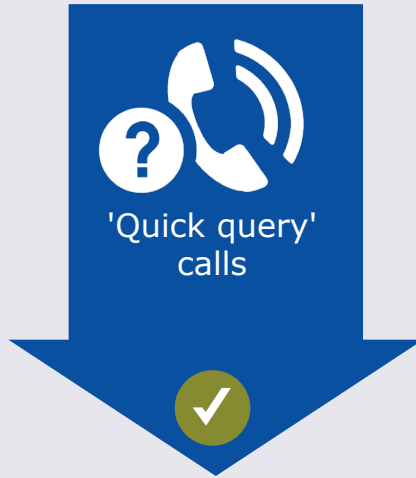
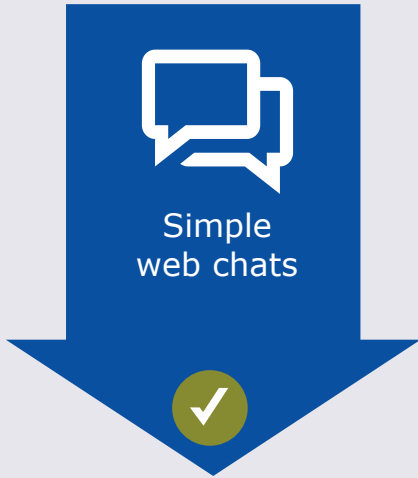
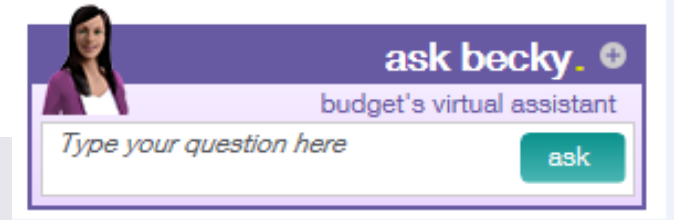
 **ask becky**
budget's virtual assistant
Type your question here

Help


- = Further information
- * = Information required

This is a secure site



During the pilot we have seen:





Finding Friends for Becky across our bands





Budget
Becky




Recovery
Ray



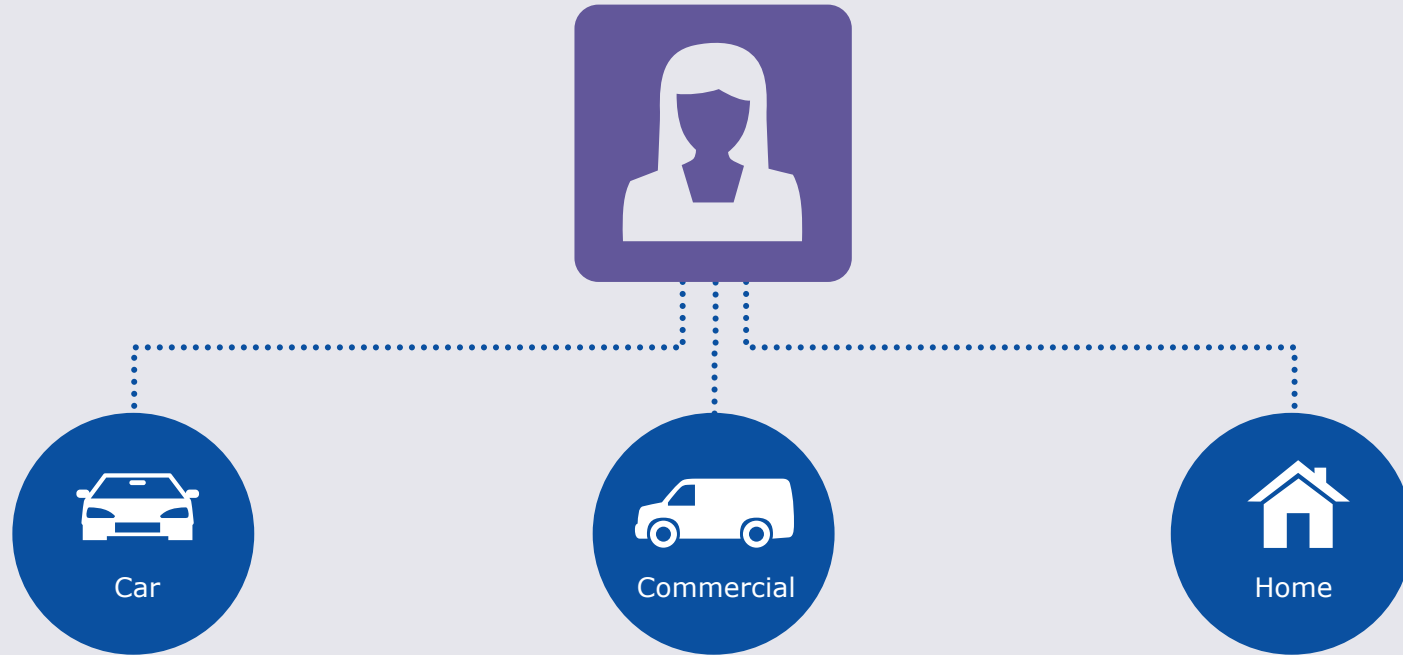
Postie
Pete



Mobile
Matilda



Expanding products supported



Developing our roadmap

Considering enabling Becky to complete transactions



Extending her repertoire to other areas of our customer journey



Asking Becky to support our new agents

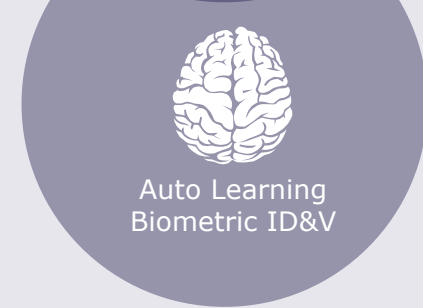
 @SabioSense

 @BGLGroup

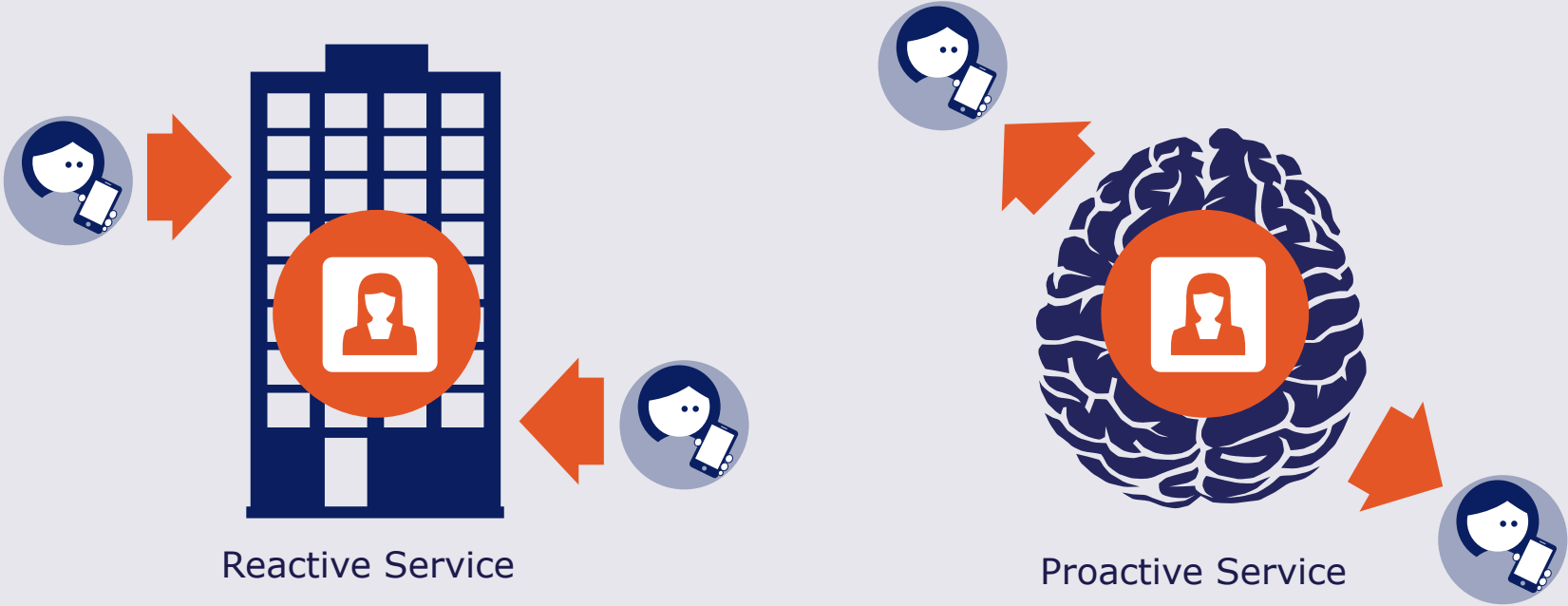
Heart of Customer Service



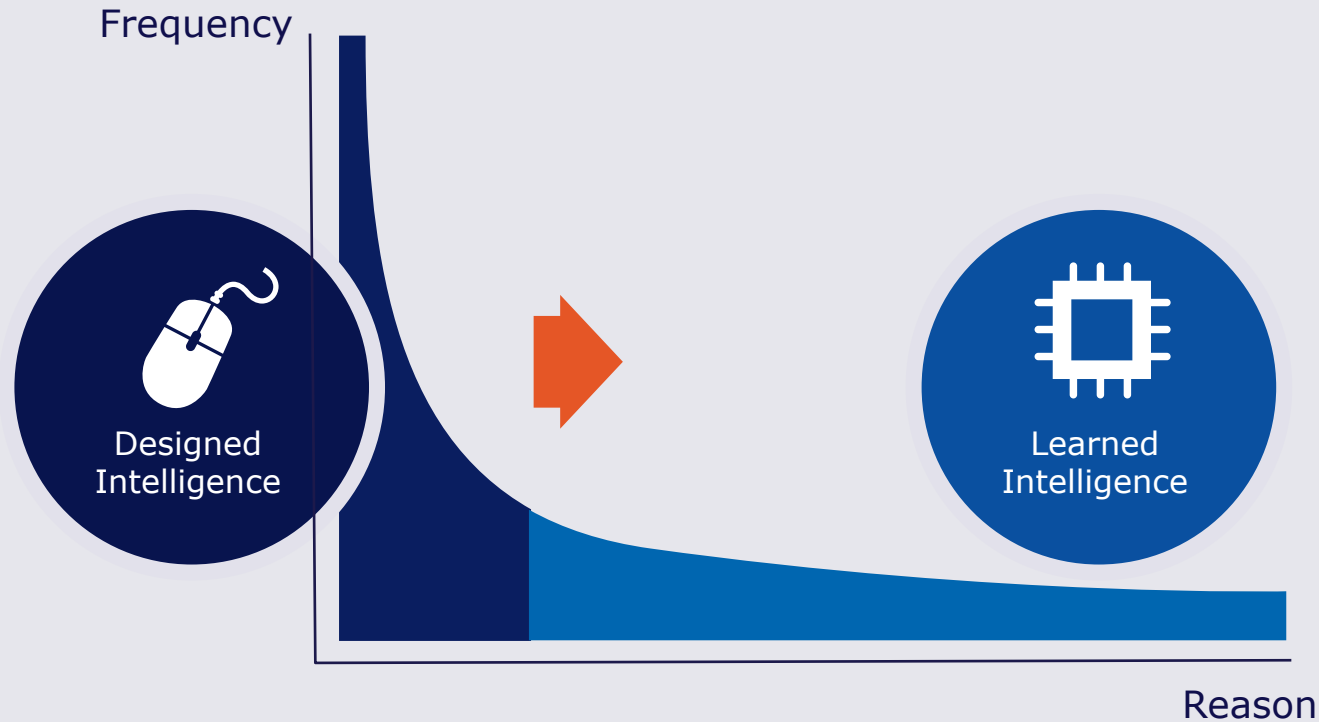
How do I reset my password?



Proactive assistance



Tackling the tail





Virtual Assistant
Strategic
platform for
growth

 @SabioSense

 @BGLGroup