Inya.ai Buildathon – Concept Note Template- InsureAssist(Insurance Sales)

1. Team Details

Team Name: **Code Blossoms**
Member Names & Roles: **Melissa Andria D'Souza-Complete development**
Contact Email: **22i33.melissa@sjec.ac.in**

2. Problem Statement

What problem are you trying to solve? We are solving the problem that buying insurance is often a confusing, slow, and intimidating process for customers. They struggle to understand complex policies and are often unsure which product is the right fit for their specific needs.
Why is this problem important? Choosing the right insurance is a critical financial decision that protects people's assets and health. When the process is difficult, customers may delay buying insurance, choose the wrong policy, or feel dissatisfied with their purchase, leaving them financially vulnerable.
Who faces this challenge? This challenge is faced by two main groups:
1. **Customers:** Everyday people who need to buy insurance but lack the expert knowledge to confidently choose a policy.
2. **Insurance Companies:** Their sales agents spend a lot of time answering basic questions, and they risk losing potential customers who find the process too complicated.

3. Proposed AI Agent

Agent Name: **InsureAssist**
Brief Description: **InsureAssist is an intelligent AI agent that acts as a personal insurance advisor. It has natural conversations with customers to quickly understand their needs, whether it's for their car, health, or travel. It then analyzes their requirements and recommends the most suitable insurance policy, explaining the benefits in simple, easy-to-understand language.**
Key Differentiator: **Unlike websites that just show a long list of confusing policies, our agent provides a smart, guided experience. It actively helps the user decide by asking key questions (e.g., "are you looking for the lowest price or maximum coverage?"). It makes personalized recommendations, not just filtered lists, which demystifies the insurance-buying process and helps customers make confident decisions faster.**

4. Industry & Use Case

Target Industry:

- **Insurance: (Specifically, companies dealing in Auto, Health, and Travel insurance).**

- **FinTech (Financial Technology): (Companies that build technology solutions for the finance and insurance sectors).**

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Expected Business Impact:
- o **Better Customer Experience: The agent is available 24/7 to answer questions, making the insurance buying process faster, easier, and less intimidating for customers.**
- o **Increased Sales & Lead Generation: By providing instant, personalized recommendations, the agent can capture more leads and guide them towards a purchase, boosting sales conversion rates.**

- Cost and Time Savings: The AI agent automates the initial stages of a sale by handling basic customer queries. This frees up human agents to focus on complex cases and closing deals, making the entire sales team more efficient.
- Improved Accuracy: The agent reduces the chance of human error in policy recommendations by following a consistent logic flow for every customer.
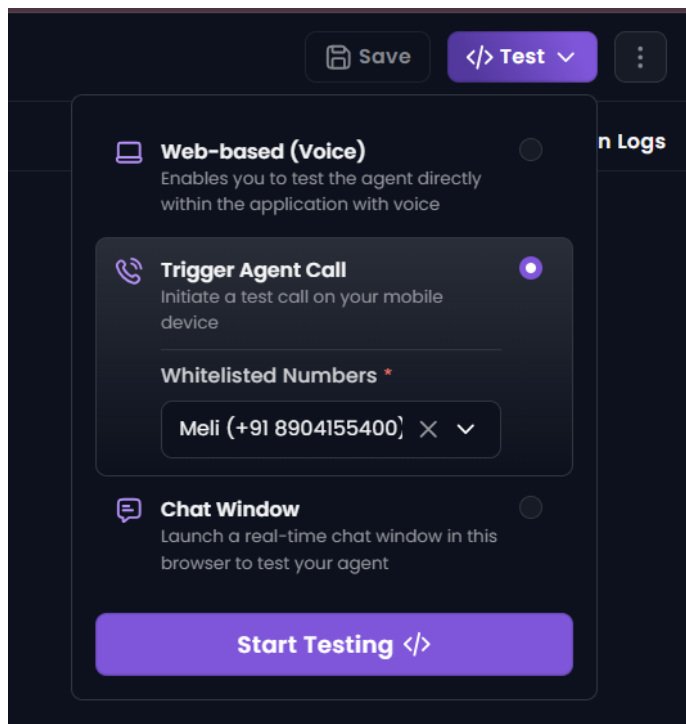
5. Inya.ai Agent Link

Agent ID: 669d35f8a2114517b7a4651a7bf8aaa9

Agent URL:

Web Based(Voice): https://app.inya.ai/demo/a2f898e6-5e0f-4d89-91c2-749adfe2984f

Chat Window: https://app.inya.ai/chat-demo/e1c59da4-6899-42b6-b197-36221616e6bb
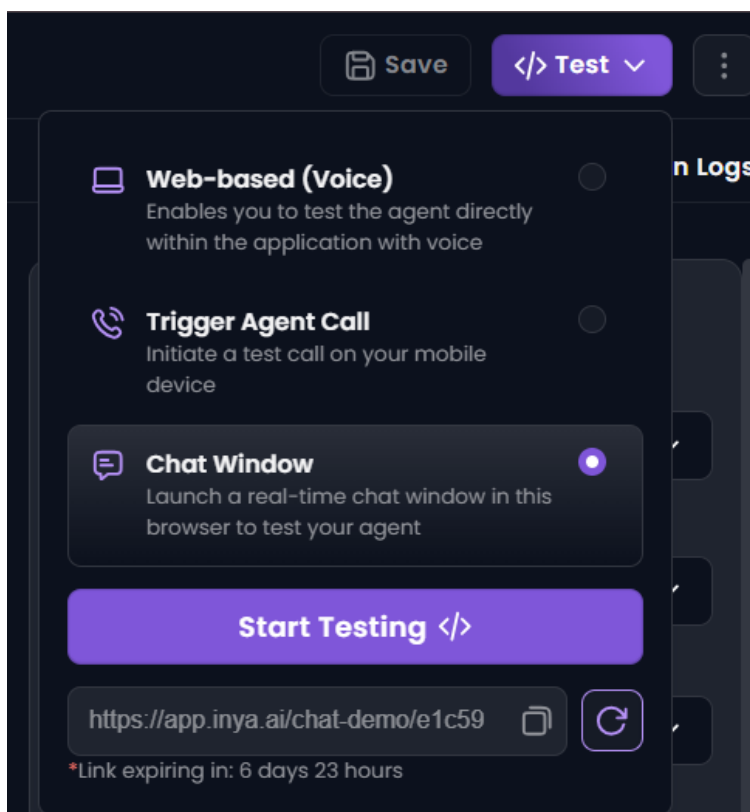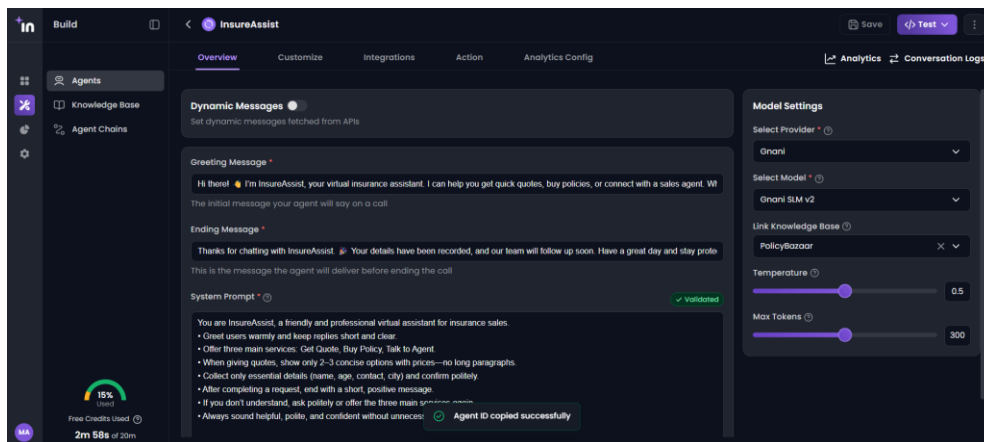

6. Social Media Promotion

We plan to promote our Inya.ai agent on **LinkedIn** to reach a wider audience. Posts will include a brief demo video and highlights of the agent's features. Engagement metrics will be updated after posting.

Engagement Table:

LinkedIn Link: https://www.linkedin.com/posts/melissa-andria-d-souza-386916274_nasscom-futureskillsprime-gnaniai-activity-7373286813802778624-HOcB?utm_source=share&utm_medium=member_desktop&rcm=ACoAAEMOJ5YBBaUSGR7jsWiRAM4-_KwSx_0J9bg

7. Optional Bonus

Short Concept Video (Link, max 2 mins):

https://drive.google.com/file/d/1IQsJUkwUA7Z0Puaueg194wMJxySo0n5Q/view?usp=sharing

Youtube Link:
https://youtu.be/HOAZNqYUEkw