

List of customers using health assist

Use Cases

Customer Stories

Florida Blue

Express Scripts

Signify

AAA insurance

Citibank

Enbridge

Pfizer

ABInBev

Universal bot provides quick resolution orchestrating multiple bots

Voice based telephony with orchestration of multiple bots



Situation	Problem	Solution	Result
<p>Express Scripts Holding Company (ESHC) is a pharmacy benefit management organization. The company's more than 30,000 employees service tens of millions of members through facilities across the United States and Canada.</p> <p>ESHC's contact center handles ~80M calls annually from members seeking support with their order status, refills and payments.</p> <p>ESHC sought to increase their call containment rate with a conversational IVR to reduce their contact center burden.</p>	<p>The company's legacy solution relied on multiple non-conversational IVR bots, forcing employees to interact with multiple bots.</p> <p>The individual virtual assistants were domain-specific and therefore unable to handle all individual member requests.</p> <p>Resolution of member calls often required support of multiple bots. This meant most callers experienced bot-to-bot transfers of their conversation and were more likely to request support from a live agent.</p>	<p>A member service universal bot is created that interacts with multiple bots (Authentication, Refill request, Order Status, and Payment) to serve multi-turn requests from the customer.</p> <p>The company offered omnichannel conversational support experience. Callers are now able to engage with ESHC's support services across voice digital channels using IVR, SMS or chat.</p> <p>The universal bot handles large volume of calls, able to address individual member requests w/o members requiring to switch bots or needing a live agent.</p> <p>Universal bot built on Kore.ai platform easily understands callers' intent, seamlessly handle multi-turn conversation by coordinating with other bots as needed and provide contextual responses to the user.</p>	<p>The VA at ESI handles 30M calls with a goal to handle 80M calls annually.</p> <p>The universal virtual assistant plans to increase overall containment rates by 8% and realize \$3M annual savings</p> <p>The value of domain-specific virtual assistant is maintained by distribution of intents across existing ones. Intents are also reused in other virtual assistants, which will reduce overall maintenance costs.</p> <p>Ongoing training and maintenance of all domain-specific virtual assistants is streamlined with updates to anyone.</p> <p>Lower costs from:</p> <ul style="list-style-type: none">• Retraining• Increased containment

Ask Thea Universal Bot resolves 60+ issues orchestrating 10+ bots

Orchestration of multiple bots



Situation	Problem	Solution	Result
<p>Signify, a world leader in the development, manufacturing, and sales of innovative, energy-efficient lighting products, systems, and services.</p> <p>With an employee strength of 32,000 people spread across 70 countries, while their products, systems, and services are sold in over 100 countries.</p>	<p>Over a period, the company has built and inherited diverse set of legacy solutions and bots for to support various employee support functions.</p> <p>Due to diverse set of legacy application and multiple bots across the organization, the employees had to log in to different bots with environments to raise complaints or get information. This led to productivity losses and operational cost escalations.</p>	<p>The company built 'Ask Thea', an universal bot on Kore.ai platform. Along with this, Signify built 10 other bots - Bridge bot, ITSM, Supply chain, employee onboard and exit, Customer support, Security FAQ, Finance, HR, QC, purchase, and others. Ask Thea is deployed on web, MS Teams, and IVR channel and integrates with enterprise systems like ServiceNow for ticketing, SAP-R3 for supply management and others.</p> <p>Universal bot built on Kore.ai platform easily integrates and orchestrates with multiple bots. It understands complex intents, able to ask clarifying questions in case of ambiguity, seamlessly handle multi-turn conversation by coordinating with other bots as needed, connects with backend systems (SAP, ServiceNow) to process the request, and provide contextual responses to the user.</p>	<p>Monthly 17,000 to 21,000 tasks are completed by Ask Thea</p> <p>Average resolution time down to 20 seconds from 24 minutes. employees need not to access multiple bots/systems</p> <p>13,000 to 15,000 monthly active users</p> <p>14,000 to 17,000 conversation sessions</p> <p>84% task completion rate</p> <p>With Kore.ai no-code platform, Signify small IT team is able to build, deploy, and maintain multiple bots.</p>

Virtual Assistant automates enrollment and policy FAQs.

Transaction based conversations



Situation	Problem	Solution	Result
<p>CSAA insurance group is one of top personal property and casualty insurance groups in U.S. Founded in 1907, they have 3,500 US employees.</p> <p>Their customer base has been growing significantly and consequently their transaction volume.</p> <p>Managing such transactions in high volume led them to seek solutions that can automate routine transactions and manage costs by letting highly paid agents handle complex customer issues</p>	<p>CSAA agents were spending too much time handling simple transaction tasks. This was costing CSAA time and money in order to provide top-tier customer service.</p> <p>CSAA's objective was to automate the most common insurance account transactions for their customers.</p> <p>These transactions included:</p> <ul style="list-style-type: none">• Policy renewal• Scheduling a payment• Checking due dates• Setting up Auto-Pay	<p>My Policy - Virtual Assistant built on Kore.ai platform provided self service options to customers to get answers to their queries and routine transactions</p> <p>The virtual assistant built on Kore.ai platform is</p> <ul style="list-style-type: none">- enabled on web and mobile channel using Web SDK.- has integration with enterprise APIs- has integration with Live Person for seamless Agent Transfer using Bot-kit	<p>CSAA has successfully resolved on average over 700 requests per day since the virtual assistant's successful launch in February 2020.</p> <p>Agents focus on addressing escalated queries</p> <p>Higher engagement seen on the website</p> <p>Higher customer satisfaction and better agent utilization</p> <p>CSAA is extending this automation objectives to IVR and SMS channels as well</p>

Visual IVR assistant helps members with ID cards

Complex dialogs



Situation	Problem	Solution	Result
<p>Member company of Blue Cross Blue Shield, Florida Blue offers affordable health insurance to individuals, families, and businesses.</p> <p>The members call 1-800 number to get various services in their preferred language – English or Spanish.</p> <p>The members get authenticated with last 4 digits of SSN and DOB, post which members .</p>	<p>Agents spend significant time on answering queries related to member ID card, claims status, and guiding members in filling up various forms.</p> <p>The members have to wait too long in queue to get guidance on getting digital member ID card or to fill up basic forms.</p> <p>The company needed a solution that could help members get the digital ID card or help fill up a claims form or get the policy details or claims status.</p>	<p>Florida blue team with the help of Kore.ai team developed a Visual IVR assistant that helps members both in English and Spanish language.</p> <p>The IVR assistant authenticates members with secret questions and then if the query is related to member ID card or form fill, the IVR assistant sends a SMS . It continue to guide the member over IVR on how to download the digital ID card or fill up the form.</p> <p>Service is accessible on the company's 1-800 number. This omnichannel deployment gives members access to information they need without engaging with a live person.</p>	<p>IVR assistant handles 1000+ queries daily related to member ID card download.</p> <p>Since the deployment in March, VA has achieved a 90% containment rate. Inquiries are addressed by VA without transfers to live support.</p> <p>Members have self service option available all the time.</p> <p>The wait and response time reduced by 3X.</p>

Virtual Assistant provides brand specific customer service

Large scale implementation / Complex dialogs



Situation	Problem	Solution	Result
<p>Citibank has over 65 million credit card customers from 49 partner firms like Macy's, BestBuy, Home Depot in North America.</p> <p>All card customers are supported by the Citi contact center for queries and basic transactions, putting significant load on the contact center agents.</p> <p>Citi Retail Services needed to reduce their contact center burden to accommodate growing customer base by automating these transactions with one virtual assistant on their customer portal.</p>	<p>On average, the bank contact center receives 15 million calls monthly (175 million calls annually) pertaining to partner credit card queries, with the call volumes increasing in the range of 10-15% YoY.</p> <p>This increasing load and stress on contact center was increasing operational cost and impacting customer satisfaction, because all inquiries and transactions were routed through contact center live agents.</p> <p>Current IVR system was inefficient and was unable to provide customized responses per brand's requirements.</p>	<p>Citi develop "CRS", virtual assistant (VA) on Kore.ai platform to support enterprise credit card partners customers.</p> <p>The VA enabled on IVR, Web, chat and SMS channels support all kinds of queries and transactions (Queries regarding bill payments, credit limits, card transitions, lost or stolen, and promotional offers), all WITHOUT any human agent involvement or assistance.</p> <p>The VA provides brand specific customized and and caller specific personalized responses on different channels.</p> <p>The VA built on Kore.ai platform can easily scale to increasing call volume without any additional coding.</p>	<p>IVR volume reduced by 18% YOY over the past 2 years</p> <p>90%+ containment rate with:</p> <ul style="list-style-type: none">● 85% of transaction-based conversations are now automated with conversational AI● 15% of customer engagements serviced with automated FAQs● 3% of customers now make payments via SMS

HR virtual assistant answers complex queries for employees



Complex dialogs

Situation

This multinational energy supply leader in crude oil and natural gas transportation. Moves about 25% of the crude oil produced in North America and 20% of the natural gas consumed in the US.

The company grew its workforce to 15,000 in 2019-20, in an effort to achieve its aggressive business objectives.

The company updates its 15,000 employee pay and benefits data every 6 months which is re-filed again during the annual open enrollment period.

Employees were dependent on HR staff for information access including questions about pay, PTO and benefits, which took ~30 min each.

The staffing growth was further straining HR resources with significant increase in monthly calls and data management requirements.

Problem

The burden of data management processes combined with appraisal cycles were taxing HR staff resources.

The already cumbersome employee data updates and information exchanges were further exacerbated by high volumes of low-value, repetitive employee inquiries.

As staff numbers increased so did the number of routine HR queries each month. In-person inquiries and call volumes trended to be over 100 per day, preventing HR staff from addressing business priorities such as recruitment and enrollment.

Solution

The company developed an HR support virtual assistant "Mya" that automates HR related routine query responses.

Mya has over complex 50 dialog flows related to benefits, onboarding, PTO that engage employees in valued, conversational exchanges and can access relevant enterprise data to inform quick, accurate responses to 100+ FAQs involving complex dialogs.

An integration with HR Workday via a simple object access protocol (SOAP) API and Sharepoint via Web SDK, helps enhance Mya's conversational capabilities.

Mya is accessible on-demand 24/7/365 on the company's intranet and Microsoft Teams. This omnichannel deployment gives employees access to answers at anytime and from anywhere, on their preferred channel.

Result

The original project goals included 50% user intent recognition and 50% containment.

In the first 6 weeks of deployment Mya achieved a 90% containment rate. Inquiries were resolved by Mya without transfers to live support.

The quality of automation and speed of operation exceeded initial expectations.

Mya handles an average of over 900 questions every month.

The time to answer repetitive queries was reduced by 256%.

Resolutions now average 7 seconds (compared to 30 minutes) significantly increasing employee satisfaction and giving them more time to focus on critical tasks.

Multiple virtual assistant for customer and employee services

Large scale implementation / Transaction based conversations



Situation

Pfizer, due to increasing demand for its products, was missing out on the opportunity to build strong relationships with its individual stakeholders - both internal and external - and better employee and customer satisfaction, loyalty and retention.

Pfizer wanted to build an automated support system for its global customers and employees in their preferred channel and languages.

Problem

As the demand for pfizer products was growing, It needed quick, easy-to-understand, and accurate answers or support to their stakeholders' questions the most convenient way possible (read channels)

Its call center operation cost was mounting due to high volume of queries.

Pfizer was looking for a conversational AI platform to provide automated support for its customers and employees: patients, healthcare professionals and sales reps. It needed a platform that is easy to use, can support both internal and external use cases, can support multiple channels and languages, and is scalable.

Solution

Pfizer partnered with Kore.ai to develop and deploy virtual assistants to automate support for its stakeholders.

Pfizer rolled out over 35 VAs globally in multiple languages

- VAs for sales reps to help with repetitive processes like - filing daily activity report, checking targets and progress, reviewing KPIs etc
- VAs for Employees that help resolve queries related to IT & HR support
- Informational VAs that provide access to critical medical, drug and usage information easily and quickly for healthcare professionals and patients

Result

In less than a year, Pfizer rolled out 35 VAs in multiple languages supporting its customers and employees globally.

No code platform empowered Pfizer business teams & IT teams to rollout VAs quickly

Achieved payback on Kore.ai direct license and implementation cost in year one.

Created downstream budget benefits for business units, improved Customer Experience, Employee experience, speed of service and ease of service through NLP search and guided process BOTs

Virtual Assistant responds to emails and triggers processes by integrating with RPA

Complex dialog management



Situation	Problem	Solution	Result
<p>A multinational drink and brewing company based in Leuven, Belgium wanted to drive business growth in both developed and developing markets through innovation.</p> <p>As the world's largest brewer, the company boasts 155,000 employees with operations in more than 50 countries and sales in 150+ countries.</p> <p>The organization recognized the power of technology to bring people together, creating valued engagements with consumers, partners and their employees across the world.</p> <p>Their primary focus was on reducing errors and delays that were increasing operational costs.</p>	<p>The organization's largest brewery in the Czech Republic was using a Transport Management System (TMS) to manage hundreds of emails each day to inform booking requests, deliveries and changes for thousands of dispatch points across the country.</p> <p>Support teams were using manual processes which were time consuming and error-prone processes to access and extract email data.</p> <p>The manual manipulation of information was resulting in operational delays, slowing customer support workflows and order fulfillment.</p> <p>Additionally, the high number of staff needed to maintain these labor intensive processes drove up operational costs.</p>	<p>Kore.ai built an AI-powered intelligent email sorter virtual assistant that automated these voluminous email workflows. The assistant with its superior NLP recognized, processed and color-coded each email.</p> <p>Dispatch points are now kept up-to-date in near real time about booking slots, delivery times, courier orders and other requests.</p> <p>Automated dialog tasks created using Kore.ai's visual Dialog Builder, now speed up order processing and fulfilment thereby helping increase CSAT.</p> <p>The cloud-based virtual assistant requires minimal maintenance and has reduced the staff required for email processing tasks, reducing operational costs.</p>	<p>Enhanced utilization of the TMS staff with 80% automation rates (from 0%) for email processing</p> <p>Reduced employee overhead by \$187K annually</p> <p>Decreased errors caused by manual processing, is saving ~\$10K annually</p> <p>Improved productivity by 15% by automating booking requests, deliveries and changes for thousands of dispatch points across the country</p> <p>Increased CSAT by speeding email processing and improving accuracy rates for task assignments and handling</p>