

# CAR INSURANCE CHATBOT

SOPHIA

Made By IBM Watson Assistant



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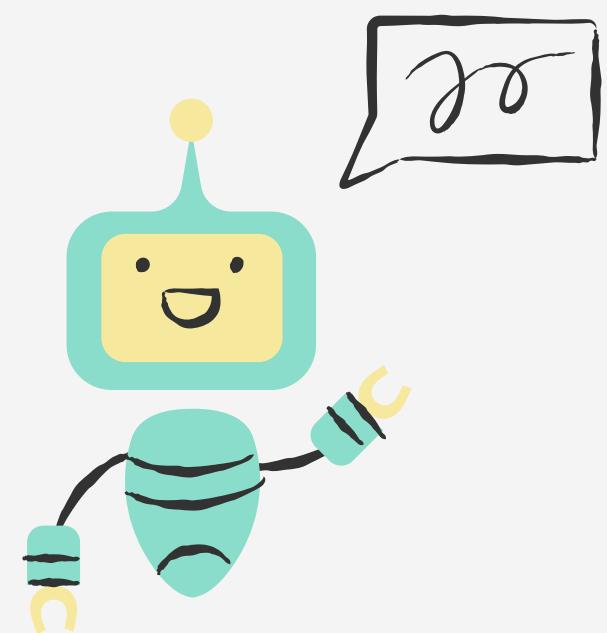
Jacopo Gentile

# INTRODUCTION

Introduction to SOPHIA, the new cognitive virtual assistant for car insurance customer care.. By leveraging advanced technologies like IBM Watson and Generative AI, SOPHIA aims to provide personalized assistance and efficient support to insurance customers.

## OBJECTIVE

Our objective was to develop SOPHIA to assist customers in understanding policy details, making claims, and providing personalized assistance round the clock. Enhancing customer service and support in the car insurance industry through innovative technology



# BUSINESS CASE

## CHALLENGES IN CAR INSURANCE CUSTOMER CARE:

High volume of inquiries and claims processing.

Need for 24/7 support.

Personalized assistance for policyholders.

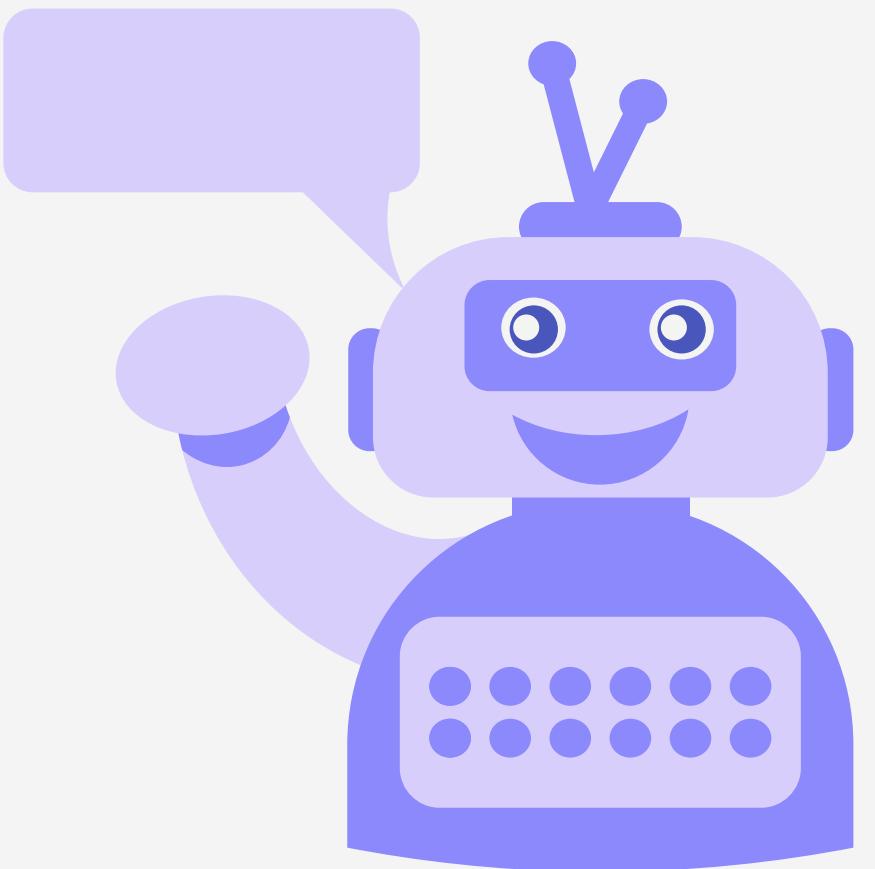
## BENIFITS OF SOPHIA

Increased efficiency in handling inquiries and claims.

Improved customer satisfaction through personalized interactions.

Assisting policyholders, brokers, & third parties

Generating insurance quotes



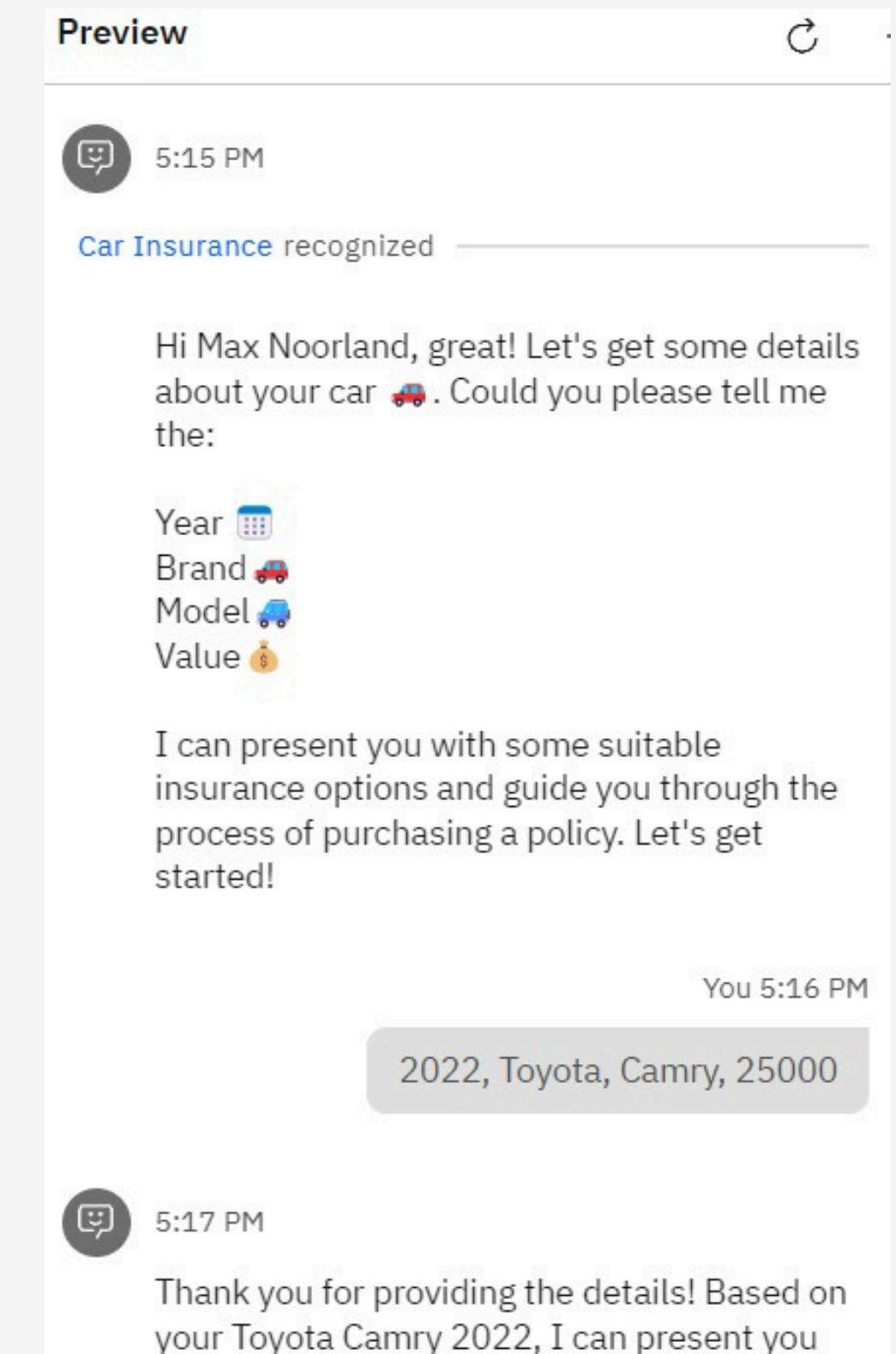
# Conversational Design

Understanding user intents: Policy inquiries, claims processing, FAQs, etc.

Natural language understanding (NLU) capabilities.

Multi-turn dialogue design for seamless interactions.

Work effectively within teams, fostering a positive and collaborative environment.



# Technical Challenges

Integration with existing car insurance systems.

Scalability to handle high volumes of inquiries.

Data privacy and security considerations.

# Solutions

Utilizing Watson Assistant for seamless integration.

Cloud-based infrastructure for scalability and reliability.

Compliance with industry regulations (e.g., GDPR).

Actions				
All items		Actions count	Initial value	Description
Variables		Name	Variable ID	
Created by you		feedback_1	feedback_1	
Set by assistant		feedback_2	feedback_2	
Created by you		name	name	
Set by assistant		problem_type	problem_type	
Set by integration				
Saved responses				



# PERSONALIZING RESPONSES: EXAMPLE

User Input: "Hi Max Noorland, great! Let's get some details about your car. Could you please tell me the:

Year: 2022

Brand: Toyota

Model: Camry

Value: \$25,000"

SOPHIA's Response:" Thank you for providing the details, Max Noorland! Based on your Toyota Camry 2022, I can present you with some suitable insurance options and guide you through the process of purchasing a policy. Let's get started!"

Preview

5:15 PM

Car Insurance recognized

Hi Max Noorland, great! Let's get some details about your car 🚗. Could you please tell me the:

Year 📆

Brand 🚗

Model 🚙

Value 💰

I can present you with some suitable insurance options and guide you through the process of purchasing a policy. Let's get started!

You 5:16 PM

2022, Toyota, Camry, 25000

5:17 PM

Thank you for providing the details! Based on your Toyota Camry 2022, I can present you

# INITIAL ROLLOUT

- SOPHIA will first be introduced to a small group of customers, like a restaurant's soft opening.
- This initial rollout will allow us to gather input from this select group of policyholders.
- We'll update SOPHIA based on client feedback.
- The comments from our pilot group will help us improve SOPHIA.
- Our goal is to ensure that SOPHIA provides the best service possible.

# EXPANSION PLANS:

- Scaling up SOPHIA's capabilities to handle additional functionalities.
- Integration with other customer touchpoints (website, mobile app, etc.).

# CONCLUSIONS

We introduced SOPHIA, a car insurance assistant, to transform customer service by assisting with all car insurance needs.

SOPHIA is revolutionizing customer service in auto insurance using advanced technologies and customized interactions.

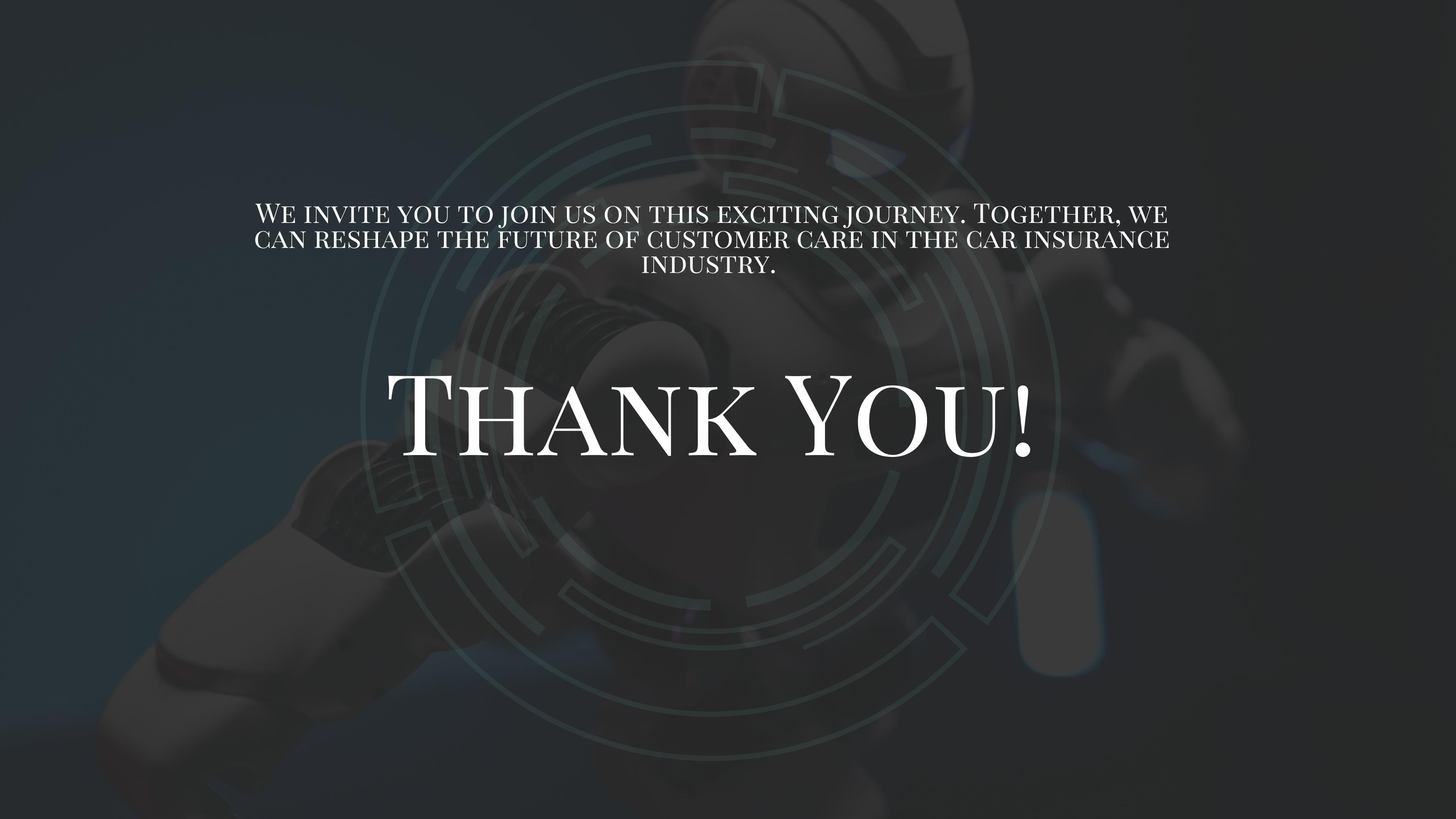
The image displays three screenshots of a messaging interface, likely from a mobile phone or computer, illustrating a customer service interaction. The interface shows a conversation between a user and a bot named SOPHIA.

**Screenshot 1:** The user sends a message at 5:18 PM: "I've provided you with the car insurance quotation. Do you like the details and pricing presented, or is there anything you'd like to adjust or discuss further before we proceed with finalizing the policy?" Below the message are two buttons: "Yes" and "No". A "Thank you" button is visible at the top right. The timestamp "You 5:18 PM" is shown below the user's message.

**Screenshot 2:** The bot responds at 5:18 PM: "Fantastic! 😊 I'm glad to hear that you're satisfied with the quotation. To proceed with purchasing the policy, I can provide you with a link where you can complete the application process and make the payment securely. Once you've completed the process, your policy will be activated, and you'll receive confirmation shortly. Here's the link to purchase your policy: [Click here](#). If you have any questions or encounter any issues during the process, feel free to reach out. I'm here to help!" Below the message is a link "go to [Do you need something else](#)". The timestamp "You 5:18 PM" is shown below the message.

**Screenshot 3:** The user sends a message at 5:59 PM: "Fantastic! 😊 I'm glad to hear that you're satisfied with the quotation. To proceed with purchasing the policy, I can provide you with a link where you can complete the application process and make the payment securely." Below the message is a "Yes" button. The timestamp "You 5:59 PM" is shown below the message.

**Screenshot 4:** The bot responds at 5:59 PM: "Could you please rate your experience with our service today on a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied? Your feedback helps us improve our services. Thank you!" Below the message is a rating scale with the number "5" highlighted. The timestamp "You 5:59 PM" is shown below the message.



WE INVITE YOU TO JOIN US ON THIS EXCITING JOURNEY. TOGETHER, WE  
CAN RESHAPE THE FUTURE OF CUSTOMER CARE IN THE CAR INSURANCE  
INDUSTRY.

# THANK YOU!