



Infer
Voice Agents

Excel Case Study

Enhancing Consumer
Experience with AI voice
agent



Success Story
AI voice agent



Success Story
May 2024

Excel



Insurance
Lead generation

Infer



Excel generated an annualized profit of \$2.5 million by utilizing Infer.

OVERVIEW

Infer, a provider of AI voice agent solutions, partnered with Excel, a rapidly growing insurance marketing company. Excel helps insurance brands acquire the right customers at scale. They specialize in generating leads, calls, and clicks in Health, Medicare, Life, Auto, and Home insurance markets. This case study explores how the implementation of Infer's AI voice agent solution significantly improved Excel's call transfer rates and overall business outcomes.





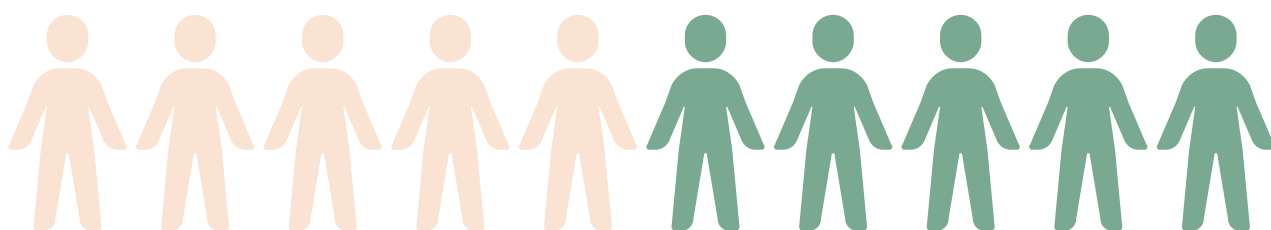
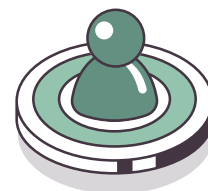
Leading Insurance Marketing Company in the US

Excel is a leading online customer acquisition firm focused on the insurance industry. Recognized by Inc. 500 as the #1 fastest-growing company in the Insurance category, Excel leverages data science, technology, and a partnership-driven approach to help insurance brands acquire the right customers at scale. By offering high-quality data leads, consumer-initiated calls, and targeted online traffic, Excel optimizes marketing spend and reduces customer acquisition costs of its partners.

Excel has been ranked three times on the Inc. 500 list and six times on the Inc. 5000 list as one of America's fastest-growing companies. This achievement is attributed to the company's strong focus on marketing excellence, quality, and a partner-centric approach.

Excel generates over 1.5 million calls annually for some of the leading insurance brands in the United States.

Half of the health insurance consumers end the call when asked about their age.



Excel assists consumers in finding the right health insurance policy by running comparison websites where customers can call to speak with licensed insurance agents. The existing IVR system asked callers for their age to determine if they were eligible for Medicare (over 65) or health insurance (under 65). However, many callers were reluctant to share their age and had follow-up questions that the automated IVR could not address. This led to a 50% drop-off rate, with many callers hanging up or mistakenly seeking customer support from the advertised insurance companies.



Excel aimed to enhance consumer experience and increase the call transfer rate to insurance agents. They wanted an AI voice agent system capable of addressing consumers' concerns and questions while efficiently qualifying them based on their age. Their objective was to reduce the call drop-off rate without compromising the quality of interactions and sales outcomes.



50%

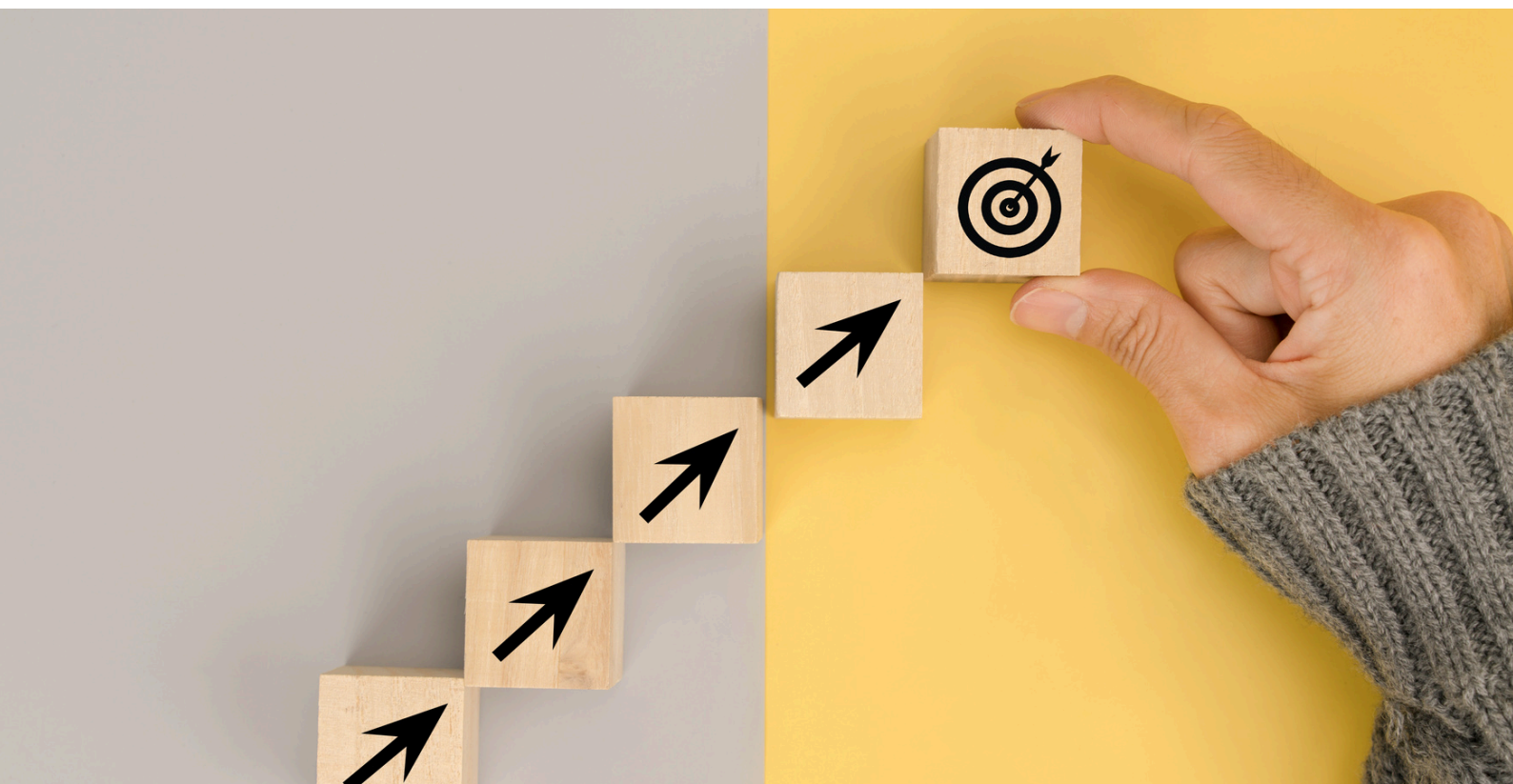


Increase transfer rate

70%



Maintain or boost qualified rate

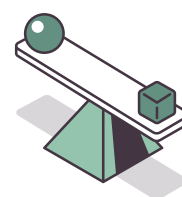


Enhancing Business Outcomes through AI voice agent and Continuous Experimentation



Engaging in Natural and Intelligent Interactions

Infer implemented an AI voice agent solution that could interact more naturally with callers, answering their questions and explaining the need for age information for proper qualification. The AI system was designed to handle common concerns and keep the callers engaged, reducing the drop-off rate



Incremental Lift Through Experimentation

To ensure continuous improvement, Infer conducted numerous experiments, testing script variations, response timing, sentiment analysis, and dialect adjustments. These experiments led to incremental improvements in transfer rates and call quality, optimizing the AI voice agent system's performance and enhancing Excel's business outcomes.



After multiple rounds of split tests, the AI voice agent system demonstrated a significant improvement in performance.



15%



Increase in transfer rate

\$2.5m



Incremental value added

Infer's additional experiments with the AI voice agent's phrasing, tone, and response timing contributed to incremental improvements in the transfer rate, leading to gradual replacement of Excel's legacy IVR system with Infer's AI solution. The quality of transferred calls, measured by conversion rates, remained consistent with the control.



Driving Growth and Efficiency



"Partnering with Infer has transformed our call handling process. Their AI voice agent not only increased our transfer rates by 15% but also significantly enhanced the customer experience. This partnership has been a game-changer for us, resulting in over \$2.5 million in annualized profit. We're excited to continue optimizing and expanding our use of Infer's innovative solutions." — SVP of Growth at Excel, Aram Gushchyan

The Excel logo, featuring the word "excel" in a bold, lowercase, sans-serif font, followed by a trademark symbol (TM). The logo is centered on a solid lime green background.

Next Chapter

The successful implementation of Infer's AI voice agent system at Excel demonstrates the power of advanced AI in enhancing customer interactions and driving business outcomes. With continuous optimization and a focus on customer satisfaction, Excel and Infer are set to achieve even greater success in the future.

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Speak to AI

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