

Generative AI in action: delivering benefit for customers and colleagues

A key objective of our transformation to become the UK's leading digital insurer is creating simple and seamless customer journeys. Whilst Generative AI has undoubtedly become a "hot topic" of discussion, at esure Group we have been busy developing applied use cases for our business. Our industry-leading progress and use cases demonstrate ways we are integrating Generative AI to our business, helping us continue our journey to **Fix Insurance for Good**.

What have we done?

Leveraging our new platform we have integrated EIS, our Amazon Connect technology in the customer contact centre and a Large Language Model to generate content in real-time, enhancing the customer journey and overall experience. Our data science team have led the development, supported cross-functionally to ensure our solutions deliver the desired business benefits

So what does this mean for our customers and colleagues?



Tell us once

A key frustration for customers when calling any contact centre is repetition – being passed from one person to the next and needing to re-explain the reason for making contact. Our use of Generative AI helps alleviate this frustration, creating a seamless customer experience throughout your contact journey with us.

- Every live chat conversation between a customer and our chatbot is summarised by GenAI and appears on our agents' screens at the point a customer is handed over to them, along with a suggested personalised first response
- This reduces friction by avoiding agent repetition of chatbot's questions, you only need to tell us once and all of our colleagues can pick up where you left off
- It creates a more personalised and efficient experience for the customer
- Reduces Average Handling Time (AHT) by stopping the need for agents to manually scroll through chat history to understand the issue



Until next time

At the end of every call, GenAI is used to summarise the notes capturing the details of the call, ensuring accurate records are kept.

- Notes are captured in a more standardised, consistent, and succinct way across all our sites
- Agents can more easily pick up a prior case, with easy-to-digest information enabling them to quickly support the customer
- Reduced after-call work boosts agent availability, ready to support more of our customers

These are just some examples that demonstrate our innovative and industry-leading use of Generative AI. We will continue to optimise our model and further develop use cases for this technology, delivering on our ambition to create seamless and intuitive digital-first customer journeys that deliver true benefit for both customers and colleagues.