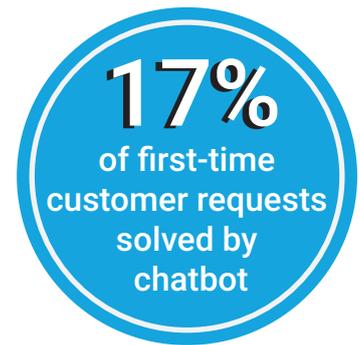


AIG UPGRADE THEIR CUSTOMER SERVICE BY USING COMMBOX UNIQUE AI AND AUTOMATION PROCESSES



Intro

Founded in 1919, AIG is an American multinational insurance corporation with operations in more than 80 countries, employing 56,400 people worldwide. AIG was ranked 49th on the Fortune 500 list, and according to the Forbes Global 2000 list is the 87th largest public company in the world.

AIG Israel Insurance Company, a subsidiary of AGI, offers insurance services across Israel. The company is based in Petah Tikva, Israel, and had recently marked the 20th anniversary of its business in the country. AIG Israel is active in various insurance sectors such as automotive, home, life, personal accidents, travel, health, and commercial, for both individual and business customers.

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Operates in more than
80 countries

47.39 billion
USD revenue in 2018

The Issue

AIG Israel, which employs hundreds of service agents, experienced a major increase in customer requests through different channels and were looking for a technological solution that will reduce the burden put on the call center and on its agents.

It also looked for a social media management tool that will respond to the increasing number of mentions and inquiries the company got through the social networks.

Before using CommBox AIG customer support teams were providing inconsistent support across channels, which caused late response time, low customer satisfaction and low agent productivity.

AIG were in a constant look for an organizational change. Moving to an advanced digital customer communication platform was the obvious solution for them. AIG understands that in a world where almost everything is instantaneous for customers, the brands that succeed are those that can meet client needs within the hour.

COMMBOX – AIG THE SOLUTION

Starting with only 6 agents working on the CommBox platform AIG has now have 280 agents who are trained to work with the CommBox customer communication platform.

Another massive growth AIG experienced is the increase of digital customer interactions.

Prior to working with CommBox AIG had 12,529 digital customer interactions on a yearly basis and within 3 years of working with CommBox the number expectedly raised to 197,719. The growth in number of digital customer interactions made AIG to be more accessible company to its customers wherever and whenever they want and have helped it to complete digital transformation at scale.

IMPLEMENTING “POLY” AIG SERVICE BOT

“Poly” AIG service bot helps to resolve 17% of first-time customer requests and facilitate the entire customer service experience.

Using AIG service bot Poly, customers can sign forms electronically and receive real time updates about their personal account.

AIG uses CommBox SMS module to reduce load on their customer service team by diverting customer phone calls towards SMS service.

In addition to that AIG also uses CommBox messenger feature which allow them to respond to their customers through Facebook messenger app. Furthermore, they can easily route the request based on agent skill and availability. Which also shortens the average response time.

AIG also uses the Email module developed by CommBox for both internal and external communication between its agent and customers. The Email module allows them to control all their email messages, reply to their customers, and categorize the entire correspondence.

DIGITAL TRANSFORMATION AT SCALE

The implementation of CommBox’s system resulted in improved customer experience, satisfaction and loyalty, increased revenue growth and operational savings.

In fact, AIG was so pleased with CommBox’s performance, that it is now considering widening its scope beyond service to all its sales agents as well, providing them with a system with a proven ability to engage customers better.

Since AIG uses multiple digital channels developed by CommBox advanced platform for businesses and provide it customers with a full omni-channel experience, it announced as the most digital insurance company in Israel according to Israel Ministry of Finance.

