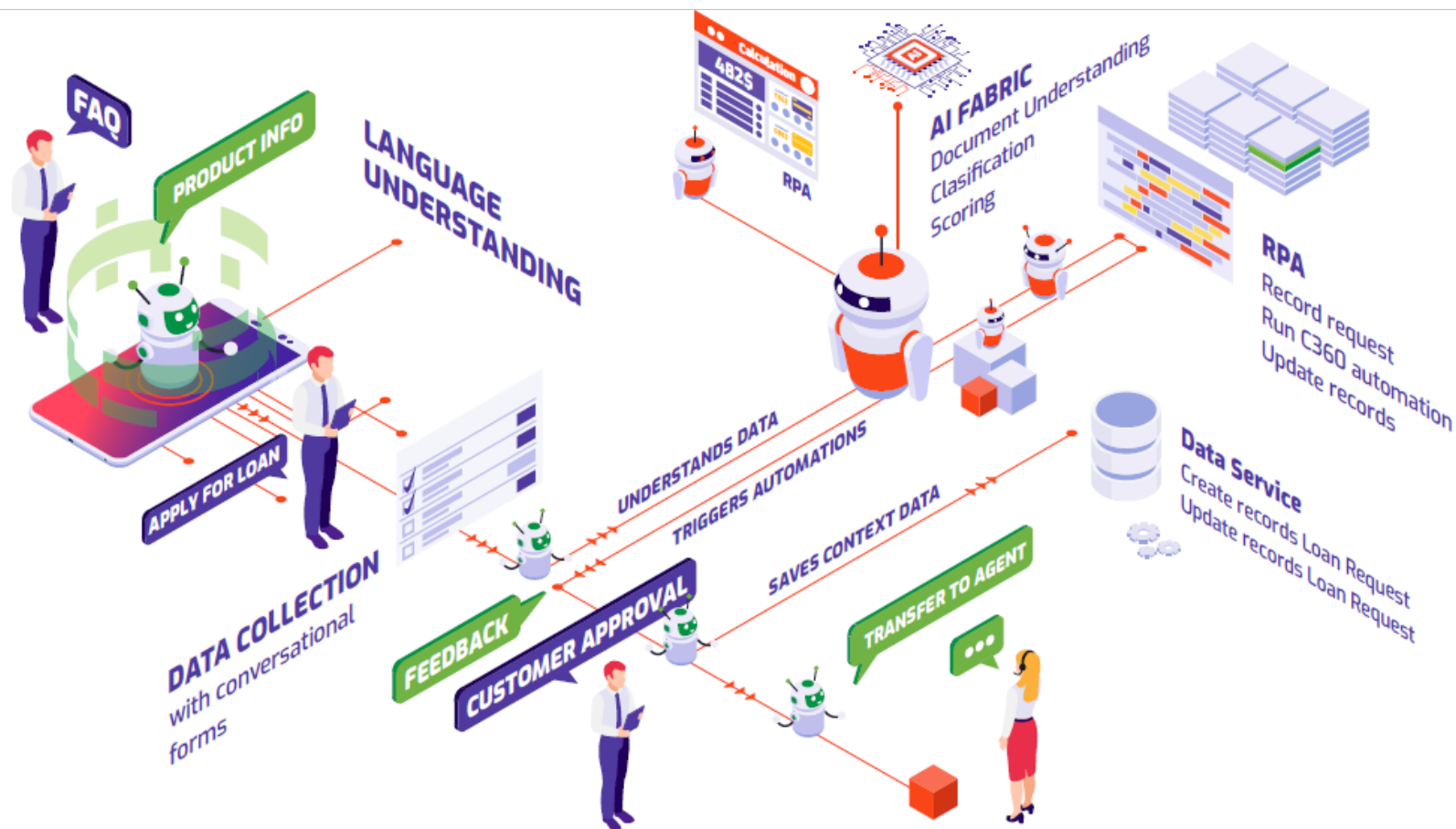


Business Challenge:

Modern customers expect instant, digital-first service anytime, anywhere. Traditional channels like call centres and apps struggle to meet these expectations, leading to frustration, higher costs, and missed opportunities for engagement.

Solution Overview

Our client partnered with MoData to launch an autonomous customer service solution on WhatsApp. This platform leverages our conversational AI and integration and analytics capabilities to deliver secure, real-time support for insurance customers.



Key Outcomes & KPIs:

- First-contact resolution $\geq 75\%$ for policy and detail updates
- 24/7 availability; median response time < 2 seconds
- CSAT $\geq 4.5/5$ for WhatsApp interactions
- 30–50% reduction in average handling time for escalated chats
- $\geq 60\%$ containment (no-agent handoff) for eligible intents
- Fraud/risk events proactively managed via step-up checks

Customer Experience:

- One WhatsApp thread for all queries - no app downloads or call queues
- Personalised, context-aware answers and reminders
- Instant verification and clear explanations
- Enterprise-grade privacy and compliance

Implementation:

- **Phase 1:** Launch top intents (policy lookup, updates, claims) on WhatsApp
- **Phase 2:** Add advanced actions (beneficiary changes, document uploads)
- **Phase 3:** Scale with multilingual support and cross-channel parity

Risk Management:

- Identity mismatches trigger fallback verification
- Low intent confidence prompts clarification or escalation
- Regulatory language and fraud controls are enforced throughout



Conclusion:

Our Client's autonomous WhatsApp service redefines customer engagement - delivering convenience, speed, and trust, while driving operational excellence and measurable ROI.