How QIC has increased engagements Tenfold

QIC
QATAR INSURANCE GROUP

Qatar Insurance Company (QIC)
The largest insurance company in the MENA region.

Doha | Qatar

Goal

Increasing engagements and providing superior customer experience.

Challenges

With over 2.5k daily incoming users from multiple channels and regions, it was becoming increasingly difficult for QIC to attend to every user. This led to longer waiting times and higher customer attrition.

Outcomes

Answering repetitive queries and providing support 24/7

QIC deployed the chatbot on their website and mobile application to generate quotes, renew policies, manage claims and answer queries. With extensible integrations, QIC integrates Platform easilywith their platform and legacy systems.

62%
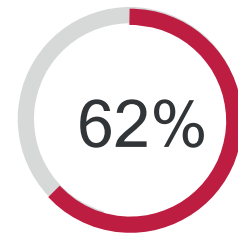
Queries that were answered by the bot

Reduce calls to agents

All required information around claims, policies, and quotes are captured and processed by the bot, making it easier for agent to take up the additional process.

3x

The bot could handle 3x more users than agents.

Scale engagements

To respond to the massive flow of inquiries coming in, QIC scales engagement across regions. The bot, available on their website and mobile app, now responds to multiple requests simultaneously.

10.5x

Conversations were handled by the bot

" WhatsApp Chatbot not only works for general FAQsbut also serves as a selling channel for us.

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