



IDA INSURANCE

20% BUSINESS GROWTH

Through the use of a chatbot the company achieved 20 percent business growth within the next 3 years without hiring new employees.

Challenge

The main goal to improve customer service for IDA's 100,000 members.

Solution

BLUEFRAGMENTS developed a chatbot based on insight through seven years of communication between customer center and members. The analysis of the history identified 26,000 of the most typical answers. Through READYMADE AI, BLUEFRAGMENTS has developed the chatbot with 1000 of the most frequent answers. Now the client is ready to take next step, where they working on implementing all 26,000 responses.

Value

Based on the insights from the history, the machine also provides IDA's advisors with a number of pointers on how communication with the individual customer is likely to develop. In that way, the advisors will be able to act far more proactively when communicating with the individual customer.

"It is clear to sense the deep commitment that characterizes the entire team behind BLUEFRAGMENTS, which means that they go a bit longer for their customers than most.

- Bjørn Borup, CIO, Area Director, Engineering Association IDA

LOOKING FOR AN AI SOLUTION FOR YOUR BUSINESS?

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RESULTS

Availability 24 hours a day

Today, IDA members can get in touch with customer service when it suits them - not the other way round

Employees spend their time more efficiently

When the machine takes care of the trivial actions, employees can solve the more complex support cases much faster.

Happy customers - better business

With a relatively limited investment, IDA has managed to lift their customer service to brand new level.