

# CASE STUDY

---

**HDI**



**INSURANCE**



## LEAD GENERATION CHATBOT

### THE CHALLENGE.

HDI was looking for an innovative and interactive chatbot integration to support its sales process. HDI's goal was to establish a direct and fully digital process, for customers to manage insurance policies. Today, customers prefer direct communication with their service providers, not filling out a static form. The challenge was to select an ideal use case for the lead generation, while enabling users to go through the whole buying process, including the payment via PayPal integration.

### THE SOLUTION.

HDI evaluated internal use cases and identified the following as most promising: within their car insurance programmes, HDI offers its customers to add temporary drivers to their respective insurance policies. This case is relevant for HDI customers planning to lend their car to a family member or friend, who are not listed in their insurance policies.

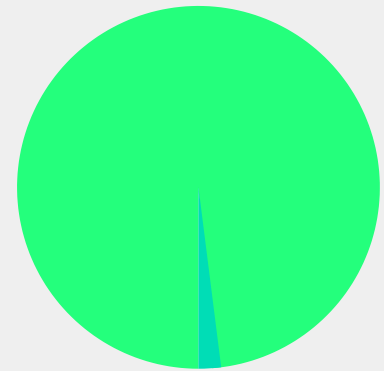
The standardised process to register additional drivers, enabled HDI to deploy the e-bot7 solution on its website to handle all incoming requests with the help of chatbot Lizzy. Chatbot Lizzy guides customers through the process of adding drivers to existing insurance policies. This process is fully automated, freeing HDI to allocate internal resources, and enabling HDI's customers to self-service upsells to their insurance policies in less than 3 minutes.

Through integrations to backend systems and external payment providers, HDI is able to provide outstanding customer experiences with maximum flexibility. The e-bot7 solution offers easy integration and high scalability. HDI's chatbot Lizzy handles incoming requests around the clock. By integrating our solution, HDI was able to reduce the volume on other customer service channels, reduce costs and generate additional revenue by offering customer experience on the highest level.

## FULLY AUTOMATED REQUESTS.

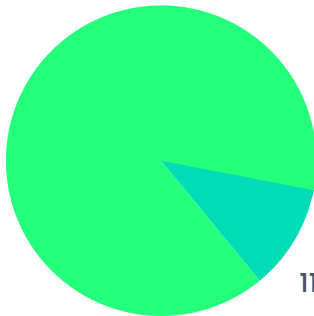
Chatbot Lizzy automatically answers 98% of all incoming requests regarding insuring an additional driver, while only 2% of requests are unrelated to car insurance and are transferred to customer service agents.

98% automated requests



2% transferred to agents

89% excellent



11% satisfied

## CUSTOMER SATISFACTION.

89% of users noted that their experience with chatbot Lizzy was excellent. 11% were highly satisfied.

## SERVICE, AROUND THE CLOCK.

Chatbot Lizzy is available around the clock, giving HDI customers more flexibility to add additional drivers to their car insurance policies, while generating additional sales potential for HDI after regular working hours.

63%



daytime chat traffic (8am-6pm)

37%



nighttime chat traffic (6pm-8am)

35%

Ø Conversion Rate

## CONVERTING VIA CHAT.

More than one third of all chats leads to transactions, making chatbot Lizzy the most successful team member of HDI.