How Do You Improve the Customer Experience in a Highly Regulated Market?

Providing an intelligent 24x7 communication channel to >1.2 million health plan members

Each year in the fall, the Swiss can shop around for the best health insurance deal. As part of a journey to digitalize customer relationships under its 2.0 client relationship initiative, Groupe Mutuel SA, the leading health insurance provider in French-speaking Switzerland, set out to better manage the resulting yearly peak in product inquiries. The company was looking to add an automated communication channel enabled by artificial intelligence that would be available 24x7. The goal was to make it easier and more convenient for clients to do business with Groupe Mutuel – not only during that busy period but all year round.
Groupe Mutuel provides automated, intelligent communication for a superior experience when customers need it most.

Groupe Mutuel used SAP® Conversational AI services, part of the SAP Leonardo Machine Learning portfolio, to build a chatbot that:

• Enables immediate responses to customers’ product-related questions in French and German during and outside of office hours – anytime, anywhere – through the Groupe Mutuel Web site
• Will positively impact customer satisfaction as measured by the Net Promoter Score, especially after the platform has been enhanced to cover additional questions and use cases, including a live chat service
• Will enable end-to-end process integration and self-service scenarios for members, thanks to the ongoing integration of the conversational AI platform with Groupe Mutuel’s larger enterprise IT landscape
• Conveys a positive and modern image to clients – many of which have successfully embraced the chatbot, as evidenced by a 75% first-time resolution rate

“We have been positively surprised by the fact that our customers are more than ready to interact with the chatbot that we built using SAP Conversational AI and that 75% of their questions can be answered right away.”

David Cavalera, Chef de Projet Transverse IT-Solution, Groupe Mutuel SA