



# BGL GROUP EXTENDED SELF-SERVICE CAPABILITIES TO PHONE WITH AI

How our call-centre AI solution helped BGL Group to better understand customer intentions and provide self-service through the voice channel.



# WE SPECIALISE IN BRINGING AI POWERED CONVERSATIONAL EXPERIENCES TO THE VOICE CHANNEL FOR CONTACT CENTRES THROUGH DATA DRIVEN AGILE PROCESSES AND NEW TECHNOLOGIES.

The BGL Group is a leading distributor of insurance and household financial services across the UK and Europe.

With a growing customer base and over six million customer calls each year, introducing new technology and processes to its customer service team is essential in keeping pace with customer expectations.

## THE CHALLENGE

Growing your customer base means every year you need to increase the capacity of your customer service team to deliver a high quality customer experience. To do this, BGL Group had invested in digital channels to provide customers with alternative ways to access their policies and complete transactions, however customers preferred to pick up the phone and the demand on the contact centre continued to be strong.

A core component of BGL Group's customer service proposition is to enable customers to self service, which when designed in the right way, allows for immediate resolution for customers. However, there was a gap between the channels in which customers could use for self serve and the channels which customers actually preferred. In addition, BGL Group wanted to:

- Deliver the right information in the right channel at the right moment
- Ensure that there is a human touch at high value moments for the customer
- Reduce wait times when customers do need to speak to an agent
- Improve customer/agent conversations with technology



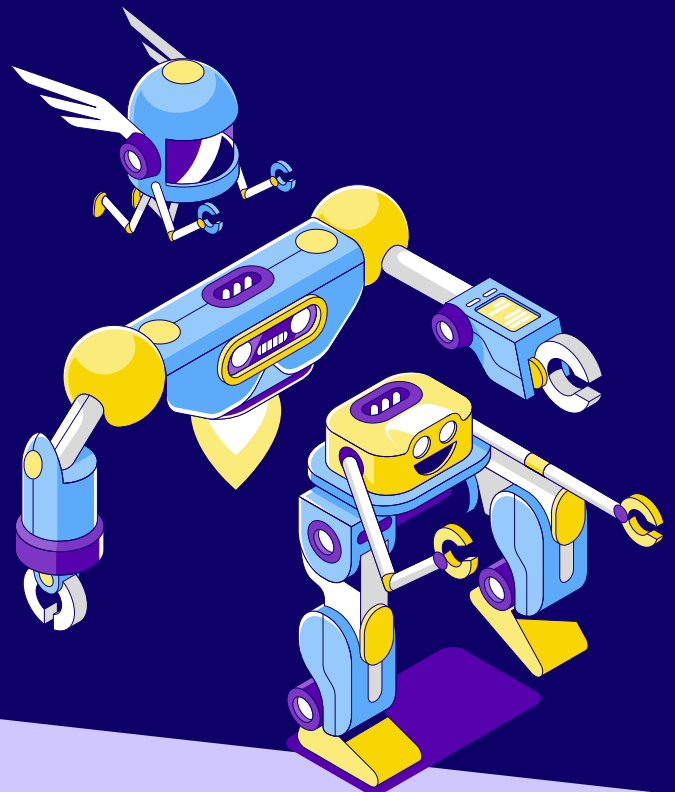
## KNOWING YOUR CUSTOMER INTENTS

Dataset of customer intents allowed calls to be redirected to the right place to better serve customers



## SELF SERVICE OPTIONS

Providing customers with self service options in their preferred channel, voice.



## THE SOLUTION

Our process started with the deployment of Airline, a Customer Service Automation bundle that uses Google CCAI for automation and Twilio Flex contact centre platform to handle calls.

We routed a percentage of BGL Group live calls through Airline, capturing the customer intent and categorising their reasons for calling. This dataset helps us to understand which customer journeys were candidates for automation.

Armed with this knowledge, we worked collaboratively with BGL Group's team to score the intents. The scoring was based on the complexity of the customer journey and whether they were suited to automation from a customer experience perspective.

This allowed the team to focus on customer journeys where automation made sense and could be implemented quickly, whilst demonstrating a very positive customer experience and a ROI to the business and its stakeholders.

## RESULTS

- A rich dataset of customer intents that supported the business case for automation and allowed the team to focus on value driving use cases. For example, we had found that 1.5% of the calls to BGL Group customer services were about roadside assistance, not insurance. Redirecting these calls to the right place served customers better, whilst also reducing the volume of calls received by agents.
- A clear understanding for the business of what value can be created from delivering automated journeys through the voice channel and a strategic plan on how to deliver it
- A designated model office team to rapidly prototype and validate assumptions around automation
- Multi-modal customer journeys (voice and sms) to validate a hypothesis that customer could easily and efficiently be shifted from one channel to another to more quickly resolve their query

**Our focus is on providing customers with the ability to self serve when it's the best option for them and for our business.**

**This allows our contact centre team to spend more time on conversations that require a human touch.**

Barry Webb, BGL Group

## THE FUTURE

Sabio and BGL Group continue to work together to improve customer experience and deliver operational efficiencies across the customer service function.

The shift towards flexible cloud based technologies and agile processes means that BGL Group can now focus on customer centric value driven initiatives, supporting the business' growth to over 10 million customers.