

Sanlam – Inbound Email Automation



Business challenge

A responsive, effective call centre is a key ingredient for high-quality customer service. Sanlam aimed to improve their ability to address their customer email communication and servicing.

Transformation

Sanlam turned to Lightblue Cognitive Solutions to conduct a proof of concept for email automation. Powered by IBM Watson, Google & Microsoft AI services, the solution proved its potential to enable the main Sanlam Mail Distribution Centre to more effectively manage customer email communication and servicing.

Potential Benefits

- Increased productivity
- Decreased costs
- Increased Customer Satisfaction
- Decreased Handling Time
- Increased Straight Through Processing
- Decreased mundane tasks - freeing up employees to focus on higher value work

Sanlam

Answer customer enquiries faster than ever with an AI-powered email assistant

Sanlam is a diversified financial services group, headquartered in South Africa, operating across a number of selected global markets. Sanlam have been creating value for stakeholders since 1918 – for more than 100 years. Sanlam contribute to financial resilience and prosperity in all the markets where we are present.

“Lightblue’s email automation solution proved that Sanlam could significantly improve their contact centre & downstream processes by the application of natural language understanding combined with robotic process automation”

Dean Genade, Head of Business Design, Sanlam