

# Santam – Agent Assistant



## **Business challenge**

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

## **Transformation**

Santam turned to Lightblue Cognitive Solutions to conduct a proof of concept for their contact centre agents. Powered by IBM Watson services, the solution proved its potential to enable Santam agents to better respond to customer enquiries and servicing.

## **Potential Benefits**

- Decreased average call handling time
- Increased Customer Satisfaction
- Decreased Handling Time
- Decreased training costs
- Empowered agents

## **Santam**

### ***Answers customer enquiries faster than ever with an AI-powered virtual agent assistant***

Santam is the leading general insurer in South Africa with a market share of more than 22%. Santam provide a diverse range of general insurance products and services in southern Africa and internationally through a network of 2 700 intermediaries and direct channels. They serve more than 1 million policyholders who range from individuals to commercial and specialist business owners and institutions.

***“Our Agent Assistant solution from Lightblue gives us the potential to improve the quality and efficacy of our customer servicing”***

*Philip Kotze, Head of Business Change, Santam Direct*