

Santam – Inbound Email Automation



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 email automation. Powered by IBM Watson, Google & Microsoft AI services, the solution proved its potential to enable Santam to more effectively manage customer email communication and servicing in their contact centre.

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

Santam

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

“The Lightblue AI email solution gives us the potential to improve the quality and efficacy of our customer servicing whilst enabling us to scale”

Philip Kotze, Head of Business Change, Santam