



Empowering Digital

BotConnect and LiveConnect

In a world where texting is the desired form of communication, and phone calls are considered a nuisance, it's no surprise that consumers prefer the option of conversational messaging. Simplicity is critical in today's insurtech climate. Seamless, simple customer engagement is essential, and insurers who linger in antiquated legacy processes will fall behind the digital curve.

Today's technology takes conversational messaging one step forward by providing an automated solution that caters to 75% of prevalent customer needs, while trying to purchase or renew a policy, file a claim or make an inquiry. And when the query gets very specific or complex, or when human empathy is required, the conversation can seamlessly transition to a live person, augmented by digital technology.

This is precisely why insurers need a customer journey solution that exceeds new expectations and imperatives. A solution which provides the following benefits:



Engage

Engage customers on channels they prefer



Automate

Automate text conversations with an AI/NLP based ChatBot



Efficient

Provide customers efficient and timely results



Unified

Fuse the conversation on all channels into one unified, smooth experience



Extendable

Extend service capacity by leveraging dramatically on available resources

SAPIENS BOTCONNECT AND LIVECONNECT

The advantages of tailored, personalized experiences are numerous, especially when combined with the added benefits of daily process automation, operational efficiency and the ability to engage with multiple customer segments, across multiple channels.

BotConnect is an NLP trained, AI powered chatbot which can be easily integrated across a variety of channels (any website, portal and with WhatsApp and Facebook Messenger) for 24/7/365 support. LiveConnect helps connect customers with the right representative for their needs via a direct handoff from BotConnect. LiveConnect unifies the customer experience and augments the efficiency of representatives through skill assigned chats, integrated analytics and text conversations. **LiveConnect can be integrated with a pre-existing bot, so it doesn't have to be combined with BotConnect.**

Together, these two powerful products cater to the fullest needs of conversational messaging. They enable insurers to have enhanced, meaningful conversations and seamless handoffs between AI enabled bots (BotConnect) and live agent engagement (LiveConnect). Both of them can also be deployed separately of the other, and **they do not need to be sold together**. Sapiens BotConnect and LiveConnect offer the added value of the perfect conversion from machine to human with frictionless handoff and the omnichannel approach. Carriers benefit from the new, cutting-edge capabilities such as seamless transition from Bot to Live chat at the right time, plus added support for CSRs to drive operational excellence and customer satisfaction.

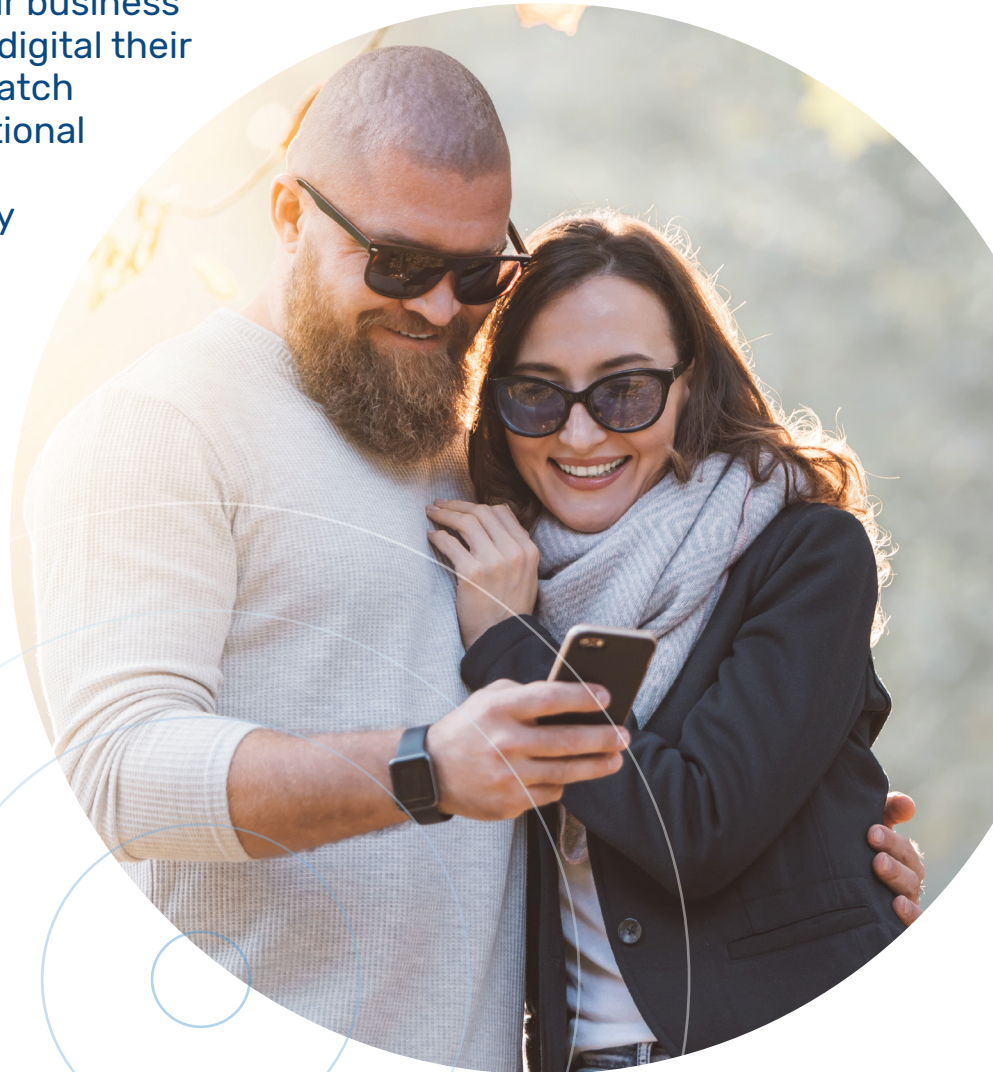
Sapiens BotConnect and LiveConnect can deliver personalized and contextual, on-demand interactions enabling carriers to differentiate business strategies, keep pace with innovation, and set themselves apart from their competition. In a nutshell, Sapiens digital products increase your service capacity, gain higher satisfaction and spend less.

To meet customers' expectations for a great conversation experience, the system documents the entire history of conversations with the customer, synchronizes dispersed content over different channels and applies AI and NLP technologies to ensure a fast and smooth transition from the chatbot conversation to a human representative.

Together, the products boost value by gaining deeper understanding of customer interactions, driving upsell and cross-sell opportunities with AI enabled recommendations for new products & services, and supporting business continuity with 24/7/365 access.



Sapiens' module-based DigitalSuite enables insurers to select the specific components that address the challenges unique to their business needs, essentially delivering digital their way. The ability to mix and match components provides exceptional value and allows carriers to transform current technology into a future-ready solution at their own pace. DigitalSuite allows insurers to attain their omnichannel objectives by leveraging next-gen technologies, specifically with AI and chatbots.



Contact us to learn more about Sapiens BotConnect and LiveConnect solution.

About Sapiens

Sapiens International Corporation empowers insurers to succeed in an evolving industry. Sapiens offers digital software platforms, solutions and services for the property and casualty, life, pension and annuity, reinsurance, financial and compliance, workers' compensation and financial markets. With more than 35 years of experience delivering to more than 600 organizations globally, Sapiens has a proven ability to satisfy customers' core systems, data and digital requirements. For more information: www.sapiens.com