

Are you ready to unlock the power of communications automation with GenAI in the contact center? Schedule a demo today.



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WHITEPAPER

How communications automation with GenAI streamlines operations in the insurance contact center

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ABOUT INTELEPEER

IntelPeer delivers rapidly deployable communications solutions for an always-connected world. Powered by AI and analytics, our omnichannel platform instantly improves your customers' communications experience. IntelPeer provides industry-leading time-to-value with solutions that work seamlessly with existing business software and infrastructure. Our no-code templates and low-code, co-creation options provide customers with easy-to-use tools that can be utilized by anyone and are also accessible through developer APIs. For more information, visit intelepeer.ai.



Introduction

Insurance contact centers have evolved considerably in the last five years, driven by advancements in technology, changing customer expectations, and the need for greater efficiency and personalization. The addition of Generative AI (GenAI) has taken this evolution to a whole new level, allowing insurance companies to automate a wide range of processes, from call triage and routing to resolving complex queries using artificial intelligence (AI) agents.

As consumer expectations increase through more self-service options, faster resolution times, 24/7/365 availability, and personalized interactions, insurance contact centers need to up their game. Streamlining their operations is a critical driver to meet new consumer demands, transitioning from manual to automated workflows, data collection, and analysis.

By harnessing advanced analytics tools, insurance contact centers can collect actionable insights from customer interactions and behaviors. These insights empower them to anticipate customer needs, personalize interactions, and proactively address potential issues before they escalate. Such proactive and data-driven approaches not only enhance customer satisfaction but also contribute to overall operational efficiency and cost-effectiveness.

One thing is certain: the constant evolution of consumer needs in a furiously digital age is prompting insurance contact centers to pivot towards more streamlined, automated, and data-driven operations. Embracing these transformations allows insurers to meet the demands of today's policyholders, which allows them to thrive in an increasingly aggressive landscape where excellent customer experience (CX) is a key differentiator.

By leveraging technology to automate workflows and harnessing data for actionable insights, insurance contact centers can deliver on the promise of enhanced CX while driving operational excellence.

The cost of sluggish operations

Insurance contact centers that do not implement GenAI face several operational challenges that can impact efficiency, customer satisfaction, business performance, and revenue. Today, it is critical to streamline processes and allocate resources correctly to remain competitive and meet evolving customer expectations.

Lacking intelligent automation leads to slower processing times and increased labor costs. Tasks like data entry, insurance claim

processing, and policyholder inquiries need significant human intervention, which significantly reduces overall efficiency. Without automation, error rates are higher as humans handle the data, which can lead to costly, time-consuming mistakes that require additional resources to rectify.

On client-side operations, insurance contact centers that rely on manual tasks deliver slower response times and a longer time to resolution of customer inquiries and requests. Customers may experience delays in obtaining information about policies, claim status updates, and general inquiries, leading to frustration and dissatisfaction. Agents must manually retrieve the relevant information from the database, which can take several minutes, especially if the system is outdated or the database is extensive.

Operational inefficiency has a sound impact on the quality of customer service. In the absence of automated workflows, insurance contact centers rely on human agents whose knowledge of policy details—coverage, terms, and premiums—may vary, resulting in inconsistent service quality across different interactions. This inconsistency can negatively impact customer trust and loyalty, affecting upselling and cross-selling opportunities, which affect revenue and growth.

Scalability and adapting to fluctuating demand are also issues at insurance contact centers that have not deployed intelligent automation. During seasonal spikes, promotional events, or unexpected crises, the contact center can struggle to handle the increased volume of inquiries, which results in longer wait times, and a decline in service quality and customer satisfaction. Similarly, during low-demand hours, insurers have an agent surplus that leads to inefficiencies and unnecessary labor expenses, as agents remain idle or underutilized.

Without AI-driven analytics, insurance contact centers have limited insight and decision support, which affects their ability to engage in proactive problem-solving. Automated systems can detect patterns and nuances in operations relating to customer interactions; in the event of a sudden increase in calls about a specific policy issue, AI systems can identify this trend, prompting the contact center to act. In the absence of AI, those patterns can be overlooked until they become significant issues, leading to reactive rather than proactive customer service.

Manual handling of regulatory compliance checks increases the risk of human error and oversight. Since regulatory compliance is a critical aspect of the insurance industry, meticulous attention to detail and adherence to a myriad of complex regulations are critical. Human errors can occur in various forms, such as incorrect data

entry, missed documentation, or failure to follow specific regulatory protocols. These mistakes not only jeopardize the accuracy of compliance records but also increase the risk of regulatory violations that can result in severe penalties, including fines, legal sanctions, and reputational damage.

Automated workflows

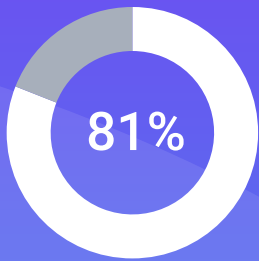
Communications automation with GenAI solutions are used to streamline and automate various processes and tasks that are part of insurance contact center operations. By automating critical workflows and integrating various tasks and systems, insurers reduce manual effort, minimize errors, and improve overall service quality.

In the case of claims processing – the most critical interaction for insurers today – the technology can automatically extract information from submitted claims forms, validate the data, and enter it into the system, reducing the need for manual data entry and speeding up the workflow. Communications automation with GenAI can track the progress and send policy holders timely, personalized updates until the claim is resolved.

Policy updates also benefit from smart automation. The solution can handle customer requests for changes such as updating coverage limits, adding or removing beneficiaries, or adjusting premium payments. Communications automation with GenAI dramatically reduces the time required to manually review and implement these changes, leading to faster response times for customers.

Automation also has a significant impact on underwriting and risk assessment through predictive analytics. Communications automation solutions in the contact center can analyze vast amounts of customer data – including historical claims data, credit scores, and demographics – to assess individual risk profiles more accurately and efficiently than traditional methods. This helps insurers determine appropriate premiums and coverage levels tailored to the specific risk profile of each customer.

The deployment of communications automation with GenAI in the contact center also has a significant impact on call routing. The technology can analyze the nature of incoming calls and provide self-service options. In the rare event a human agent is needed, the solution can route them to the most appropriate resource based on relevancy and availability.



81%
of all customers attempt to solve issues on their own before reaching out to a live representative.

Self-service automation

Using communications automation with GenAI, insurance contact centers have become leaner and more streamlined by offering customers self-service options. By utilizing smart omnichannel solutions – Interactive Voice Response (IVR), SMS, AI agents, and self-service portals – insurance contact centers allow customers to independently access information, resolve issues, and accomplish tasks without direct assistance.

Statistically, 81%¹ of all customers attempt to solve issues on their own before reaching out to a live representative. Therefore, insurance contact centers are faced with the challenge of offering customers the channels and tools that meet this need, and communications automation with GenAI solutions are best equipped for the task.

Self-service automation is today's main driver in client-end operations:

- **Almost 67%² of customers prefer self-service over speaking to an agent.**
- **Over 73%³ of customers want to solve their inquiries independently.**
- **Digital self-service options can reduce support costs by 75%⁴.**
- **Over 91%⁵ of companies identify self-service as a relevant investment effort.**
- **Almost 38%⁶ of GenZ'ers and Millennials say they won't insist on resolving an issue if it cannot be solved in self-service.**
- **95%⁷ of businesses say they are faced with an increase in self-service requests.**

Delivered via communications automation with GenAI, self-service automation has a direct impact on the operational efficiency of the insurance contact center. It provides immediate responses to common queries and issues, leading to quicker resolution times, reduced waiting times, and improved average handling time (AHT) and first-call resolution rates (FCR). Further, self-service automation solutions can operate around the clock, offering access to information and support outside of regular business hours. This ensures continuous service availability and meets customer expectations for instant access and responsiveness.

Self-service automation allows the contact center to adapt to fluctuating demand, as insurers do not need to adjust headcount based on call spikes or drops since automated communications channels can tackle the increasing and decreasing number of interactions consistently and accurately.

As streamlined operations and flexibility are two of today's main drivers of insurance contact center success, self-service automation solutions are scalable. This allows them to handle increasing volumes of transactions and inquiries without an increase in resources. Such scalability supports business growth and seasonal fluctuations in customer demand more effectively.

When delivered by communications automation with GenAI, self-service automation can capture valuable data on customer interactions, preferences, and behavior. This data can be analyzed to gain insights into customer needs and trends, informing strategic decisions to further optimize service delivery and optimize operations even further.

Real-time data processing and analysis

GenAI's real-time data processing and analytics offer key improvements for insurance contact center operations. GenAI allows for quicker and more accurate responses to customer inquiries through real-time analysis of vast amounts of data. For example, when a customer calls with a question relating to their policy or claim, communications automation with GenAI can instantly retrieve relevant information, analyze customer history, and provide useful insights. This immediacy reduces wait times, improves the accuracy of responses, and elevates the overall customer experience (CX).

Additionally, real-time data analysis supports predictive analytics and forecasting, which in turn helps anticipate customer needs and potential issues. GenAI can identify and analyze patterns in customer behavior and interactions that could predict incoming queries or common issues. In this regard, contact centers can prepare by reallocating resources and tailing off the reliance on agent headcount during peak times, while also reducing delays and improving service levels.

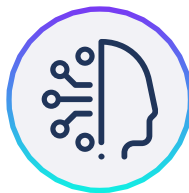
Insurance companies can further their contact center operational efficiency through communication automation with GenAI's ability to monitor and optimize performance in real-time. The solution can continuously track KPIs such as call handling times, resolution rates, and customer satisfaction scores. This constant monitoring

allows managers to quickly identify areas that may need additional support and adjust workflows to enhance productivity. If the technology detects that certain types of inquiries are taking longer to resolve, it can suggest process improvements to address these inefficiencies.

Real-time data processing and analysis also enhance fraud detection and prevention. Communications automation with GenAI can analyze transaction information and client interaction processes to reveal unusual patterns or anomalies that may indicate fraudulent behavior. Therefore, contact centers can act quickly by flagging dubious claims for further investigation or alerting customers about possible security threats on their accounts. Insurers not only avoid financial losses but also build confidence among policyholders.

Insurance contact centers can also enhance customer personalization for faster and more effective operations. Real-time data processing can analyze customer data to provide tailored recommendations and solutions based on individual preferences and past interactions, providing quicker answers. If a customer frequently inquires about specific coverage options, the technology can suggest relevant policy enhancements or offer personalized advice. This level of personalization streamlines customer interactions and helps to build stronger customer relationships; it also increases satisfaction and can boost conversion rates for policy upgrades and renewals.

Communications automation with GenAI's real-time data processing and analysis capabilities transform insurance contact center operations by improving response times, enhancing predictive analytics, optimizing performance, bolstering fraud detection, and enabling personalized customer interactions. These improvements lead to more efficient operations, better customer service, and a stronger overall competitive position in the insurance market.



Conclusion

Insurance companies are currently facing several challenges when addressing the improvement of their operations; the deconstruction of overly complex processes and the reliance on many agents with different training, experience, knowledge, and skills to manage complex business processes and systems. The effect: high operating costs for operations and service models.

However, through the implementation of communications automation with GenAI, insurance companies can automate their workflows, enable self-service automation to meet consumer demands, and leverage data analysis for scalability and continuous improvement while keeping costs low. Insurers that implement communications automation with GenAI can radically transform their business and operating models, allowing them to respond to business and customer demands in a more efficient way and with better customer and user satisfaction.



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