

Virtual Assistants in the Enterprise

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Meet the Travelers Virtual Assistant

An AI-powered Virtual Assistant that helps customers service their policy within MyTravelers, significantly enhancing the previous experience of a “Help Center” Search

Customers can ask anything related to self-service support for their policy (“Update my address” or “pay a bill”)

Key business goals include:



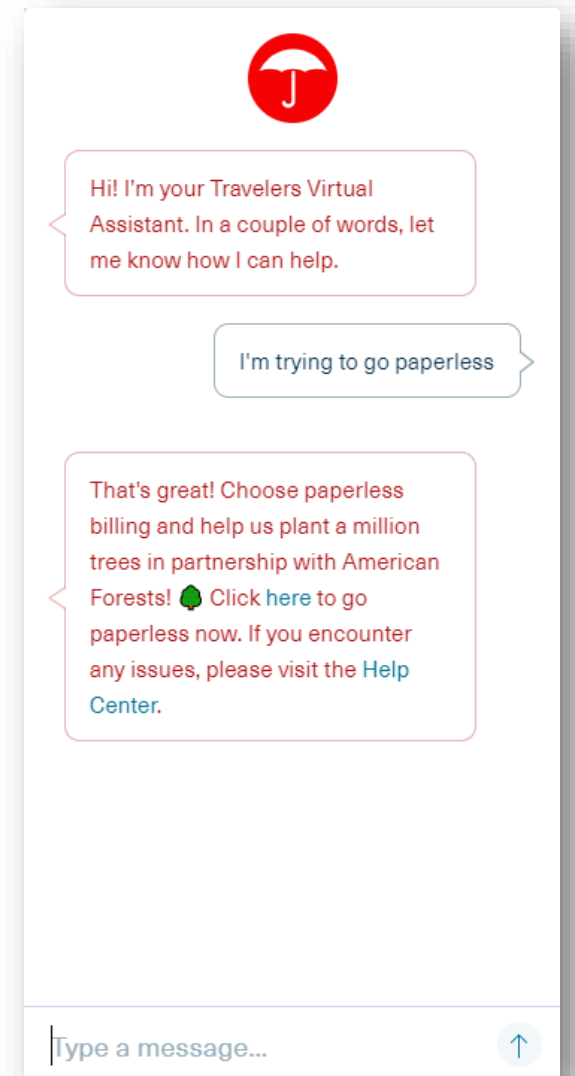
Improved customer experience



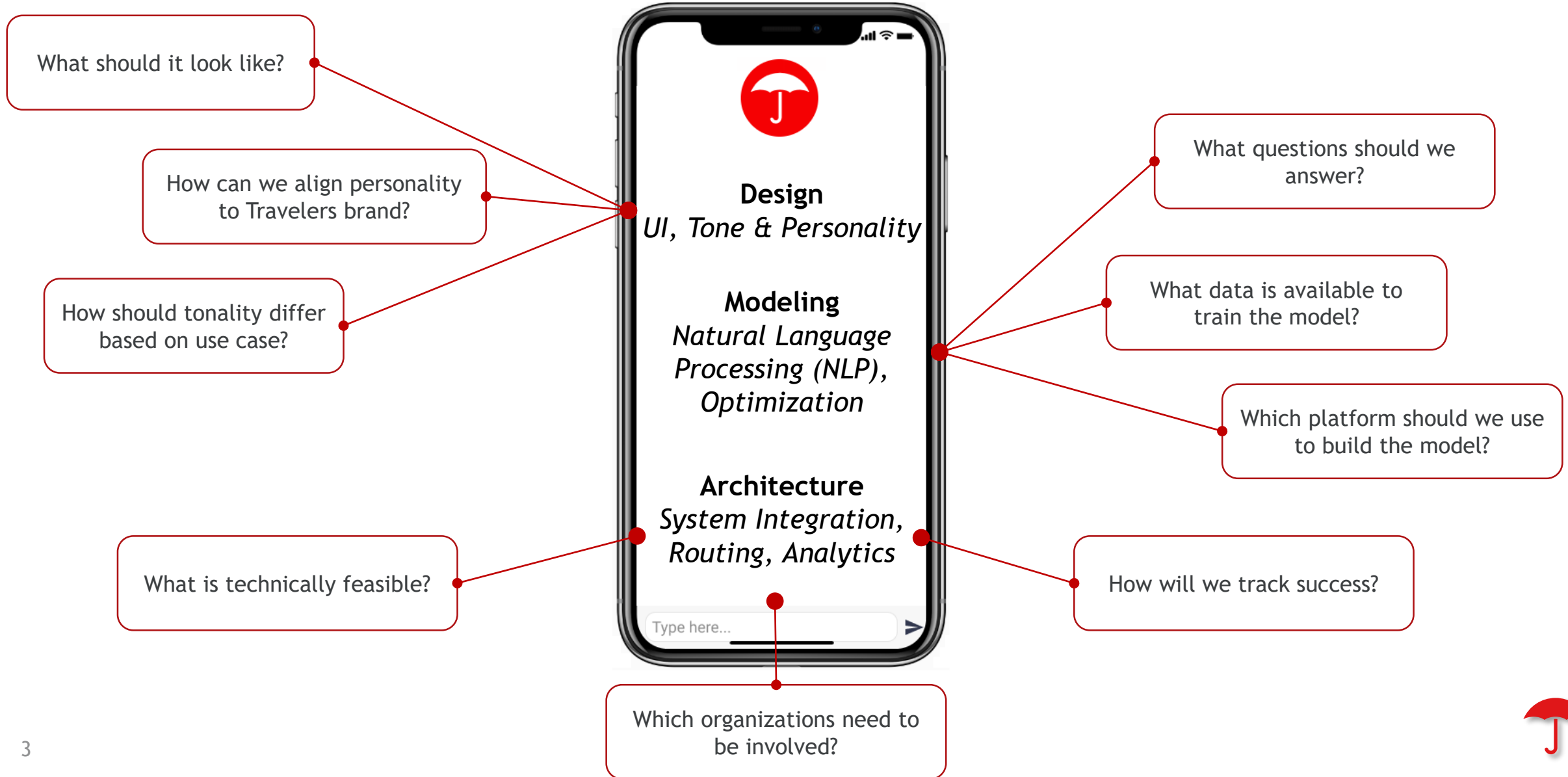
Increase in self-service transactions



Optimized operational costs



How did we get here?



Top Themes through 6 Months

I moved. How do I change my address on my policy?

You can update your address [here](#). If you encounter any issues updating your address, please visit the [Help Center](#).

Customers are going to ask what they want (in infinite ways)

Continually evolving content is key to optimizing the customer experience

Providing information is “OK”, resolving the actual question or issue is “better”

- Hundreds of intents across a variety of categories
- Very little influence to avoid less than ideal questions
- Fantastic opportunity to truly understand “Voice of the Customer”

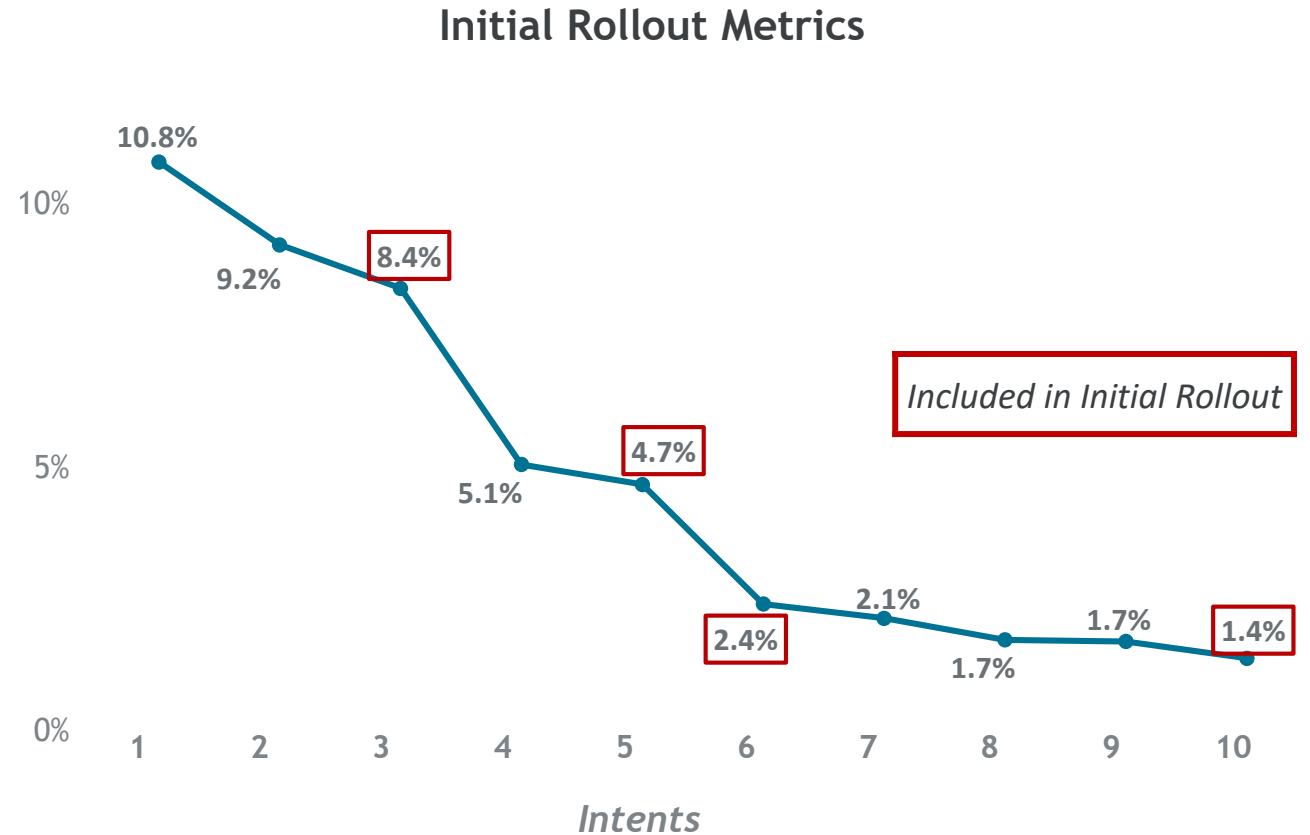
- Showing understanding of customer questions is important, even if you can’t help initially
- Important to focus on increasing value to the customer (incrementally)

- Customers are looking to ultimately resolve whatever issue or question they are having
- Don’t underestimate business logic and dependencies on legacy systems and services

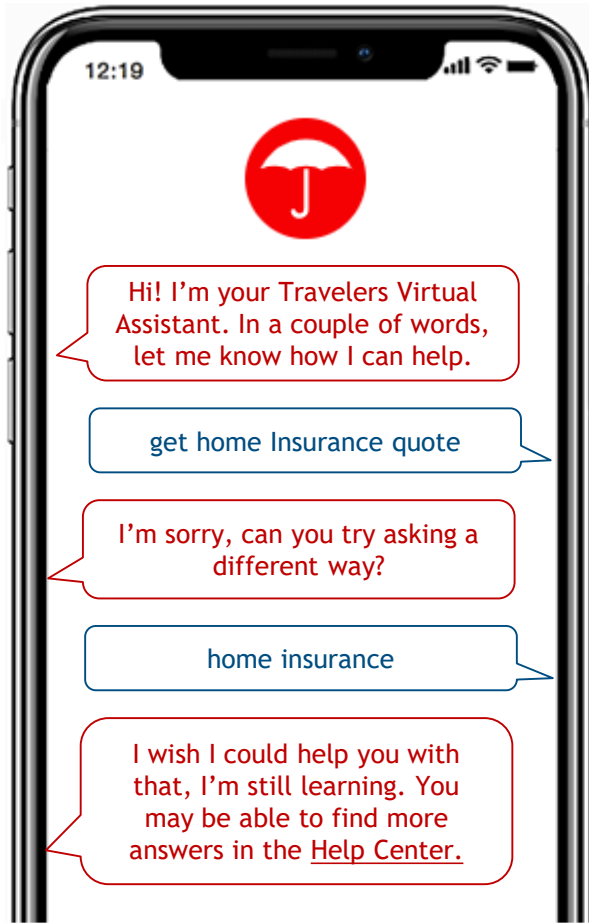


Top Themes: Customers are going to ask what they want (in infinite ways)

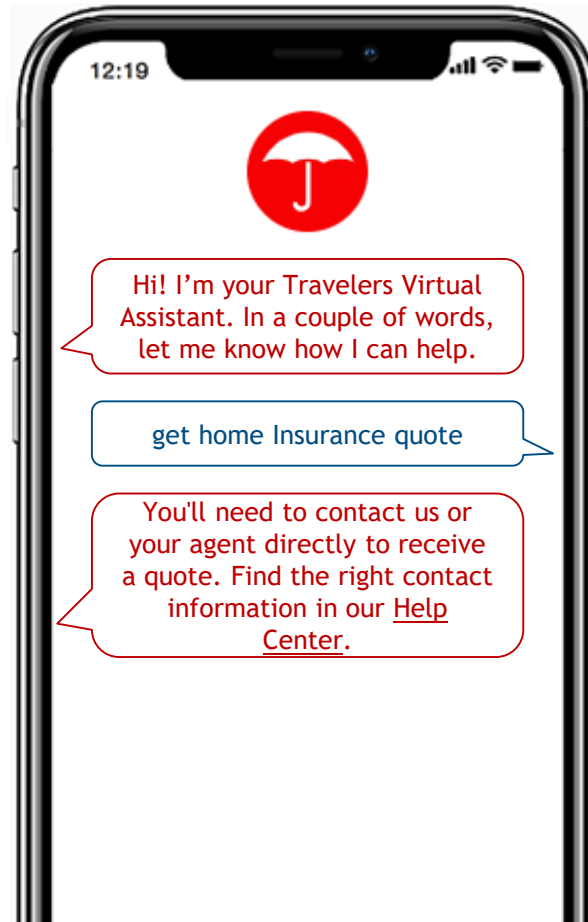
- Top 10 intents account for **less than 50% of overall messages**
- Just because you don't want a customer to ask a question **doesn't mean they won't**
- Important to **set the expectation** internally that every question won't be able to be answered initially
- Need to **anticipate & plan for fast-follow releases** to account for the unexpected



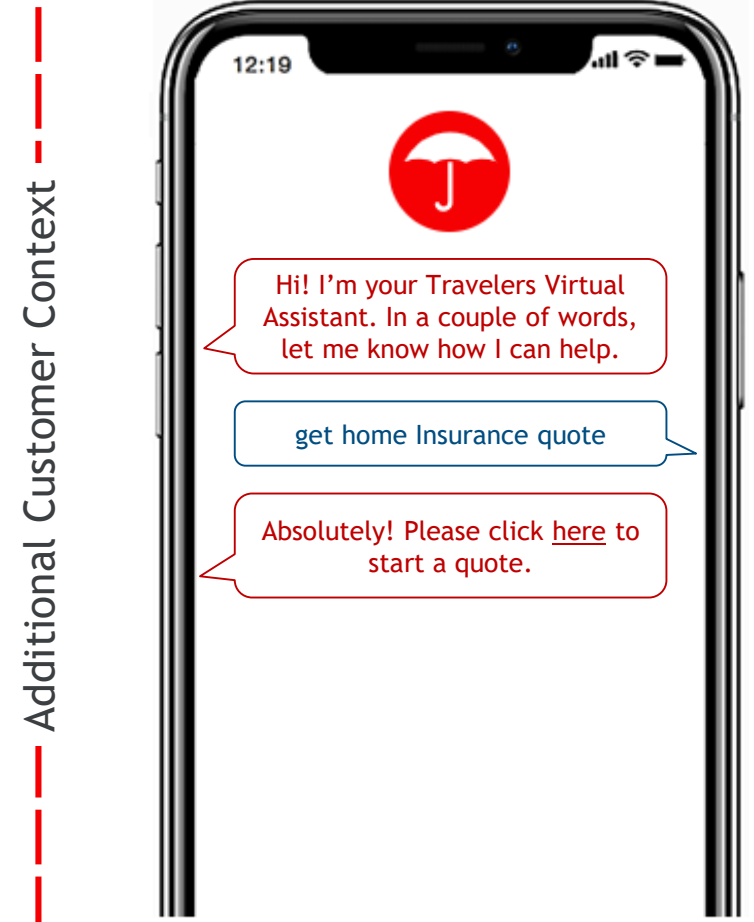
Top Themes: Continually evolving content is key to optimizing the customer experience



Day 1



Day 45



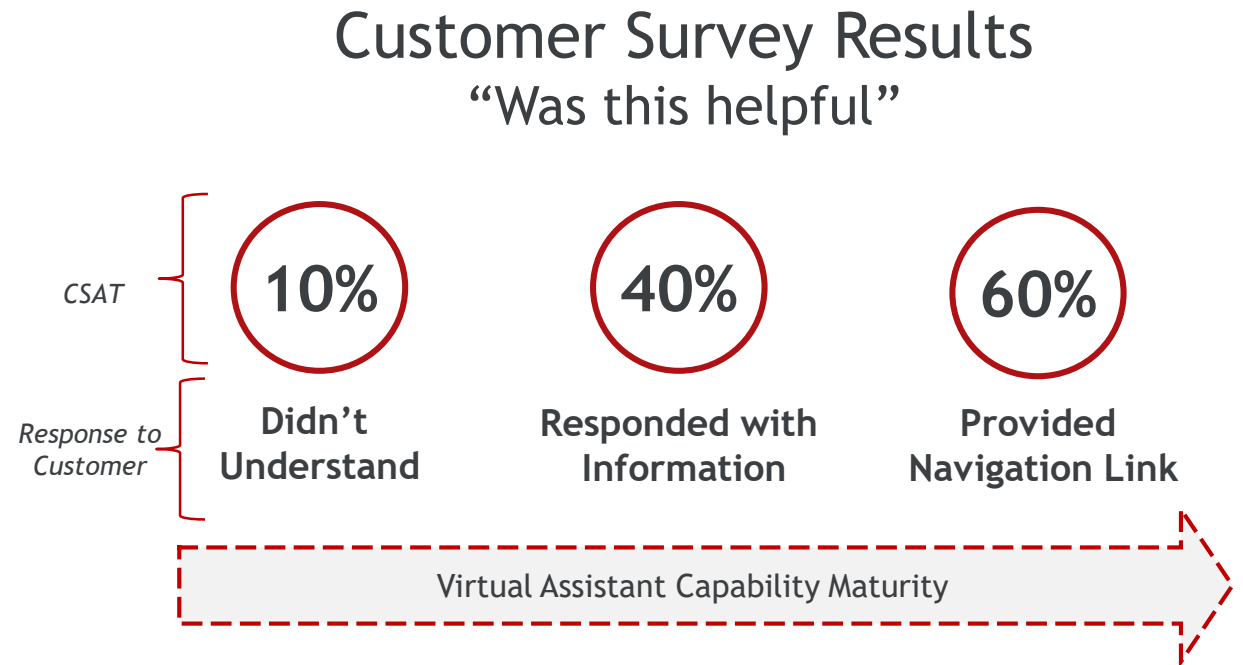
Day 180

Additional Customer Context



Top Themes: Providing information is “OK”, resolving the actual question or issue is “better”

- Customer Satisfaction ratings improve as Virtual Assistant capabilities increase
- Business rules and system complexity will influence “what is technically feasible” and likely require effort on the services side
- The ability to track success how success will be measured is key
 - Which KPI’s to look at?
 - Which system(s) will that data come from?
 - What is needed to tie it all together



THANK YOU

