IDC Digital Awards Best Insurance Project
Fidelidade's "Maria" distinguished for innovation
Fidelidade's technology, based on Artificial Intelligence, enables it to respond more efficiently and quickly to customers' needs

Lisbon, 16 of December 2021. The speech bot MARIA, developed by Fidelidade's Advanced Analytics Centre and Fidelidade Assistance, was once again awarded, this time with the Best Insurance Project of the IDC Digital Awards, in the Digital Industry Awards category.

The speech bot MARIA stood out for its high degree of innovation which, based on Artificial Intelligence, allows it to respond more efficiently and quickly to the needs of the Company's customers

For Ricardo Gonçalves, responsible for the Advanced Analytics Centre of Fidelidade, "the award of another prize to MARIA recognises the strong investment in innovation that the Company has been making in artificial intelligence, developing increasingly innovative solutions that allow us to simultaneously support and respond more quickly to our clients' needs.

Developed entirely by internal teams, from Fidelidade Assistance and the Advanced Analytics Centre, using Natural Language Processing technology, with the help of Cloud Technology, MARIA functions in the Fidelidade Assistance Contact Centre, allowing more customers to be served per hour. The moment a customer calls the Fidelidade Assistance helpline, MARIA can be promptly attended to. All contact is contextualised and the customer is automatically identified through his or her policy and a set of other information that allows for a seamless interaction.

To speak, MARIA writes the messages in text and asks Cognitive Services to give them voice. To understand what the client says, she uses the same process, only in reverse. The voice is sent to Cognitive Services, which then forwards the text message to MARIA. To make decisions, MARIA uses a flow orchestrator, developed by Grupo Fidelidade, which interprets the client's messages. Enabled to respond to a greater number of customer requests, with reduced waiting times, this technology can identify keywords and suggest the appropriate responses for each scenario, thus helping to provide the assistance customers need.

The Portugal Digital Awards is a joint initiative of IDC and Axians, which recognises the excellence of organisations, their teams and business leaders who, with vision and audacity, lead the digital transformation of their businesses, processes, products, or services and, consequently, of the society as we know it.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 82% in 2020 countries and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile. The Fitch rating agency classified Fidelidade with an "A-stable (IDR)" and "A-stable (IFS)" rating, one of the highest in the national corporate panorama, highlighting the Company's high capitalisation, namely its solvency ratio and the solidity of its investment portfolio.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension and capillarity, guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming and proximity, and this year it was re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Community Programme, which distinguishes entities that work in the areas of ageing, health prevention and inclusion of people with disabilities.

www.fidelidade.pt