

Using Artificial Intelligence

Fidelidade creates Speechbot MARIA

Speechbot MARIA allows you to respond in an innovative way and with greater efficiency and speed to customer needs

Lisbon, April 13th, 2021. Fidelidade created the speechbot MARIA, which exclusively endowed with Artificial Intelligence, allows it to respond more efficiently and quickly to the needs of the Company's customers.

Developed entirely by internal teams - Fidelidade Assistência and the Advanced Analytics Centre - using Natural Language Processing technology, with the help of Cloud Technology, MARIA currently performs functions in the Fidelidade Assistência Contact Centre, allowing more customers to be served per hour. The moment a customer calls the Fidelidade Assistance helpline they can be promptly attended to by MARIA. All contact is contextualized, and the customer is automatically identified through his or her policy and 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 customer's messages. This technology can identify keywords and suggest the appropriate responses for each scenario, thus helping to provide the assistance customers need.

Today, MARIA is already able to serve customers on her own without supervision and although her work is monitored to correct errors, her service has been recognized by the customers who are very satisfied with it and it has allowed her to respond to a greater number of customer requests, with low waiting times.

The speechbot MARIA reinforces Fidelidade's continuous investment in innovation and in the development of innovative and comprehensive resources and solutions, which can respond to customer needs, especially in times of crisis, such as those resulting from atypical atmospheric phenomena that always generate a high number of contacts and requests for assistance.

About Fidelidade

Fidelidade is the leading insurance company in Portugal, both in life and non-life, with a current market share of around 30.7%. The company is present in the various business segments of insurance activity and benefits from the largest network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile.

Fidelidade operates based on a defined and continued strategy of "Customer Centric Approach", where customers effectively come first. The fact that it gives crucial importance to the quality of the service it provides and to the comprehensive and innovative offer it provides make Fidelidade one of the most awarded insurers in Portugal, as well as internationally. In 2014, Fidelidade was distinguished by the "Efma Accenture Innovation Awards", in the "sustainable business" category, with its 'WeCare' project, which aims to support the correct reintegration of people who were victims of serious accidents that jeopardized their physical, economic, and social reintegration.

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