

APDSI Digital Transformation Award

Fidelidade's "Maria" wins innovation award

Fidelidade's technology, based on Artificial Intelligence, enables it to respond more efficiently and quickly to customers' needs

Lisbon, 30 of November 2021. Fidelidade's Advanced Analytics Centre and Fidelidade Assistance were distinguished in the first edition of the Digital Transformation Award of APDSI - Association for the Promotion and Development of the Information Society, in the category Effectiveness/Efficiency of Organisations.

From a total of 41 projects divided into three categories, Fidelidade's innovation was selected among 12 candidates in its category and awarded for the creation of the speech bot MARIA, which, equipped with Artificial Intelligence, allows it to respond more efficiently and quickly to the needs of the Company's customers.

For Ricardo Gonçalves, responsible for Fidelidade's Advanced Analytics Centre, "the awarding of the Digital Transformation Prize to Fidelidade recognises the long and strong investment that the Company has been making for the development of comprehensive Artificial Intelligence resources and solutions at the service of customers".

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 performs functions in the Fidelidade Assistance 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 contextualised 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. Enabled to respond to a greater number of customer requests, with low waiting times, this technology is able to identify keywords and suggest the appropriate responses for each scenario, thus helping to provide the assistance customers need.

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a total market share of 25.5% in 2019, and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

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.

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