INSTANDA + POUCH
MONEY IN YOUR POCKET

Case Study

Pouch Insurance: Harnessing AI Personalization to Empower Agents and Grow New Business

Top Metrics

Delivered more personalized service, communicating in up to 9 languages across all 50 states

15% reduction in complaints and hang-ups

50% increase in quote volume

35% increase in sales efficiency

Overview

Pouch Insurance's AI assistant, Goodie, is a first-of-its-kind technological innovation in the insurance sector. This proprietary multilingual AI assistant empowers insurance agents to engage with, and provide quotes to, commercial auto insurance consumers 24-hours-per day, seven days per week. Goodie offers innovative functionality directly from Pouch's agent portal (powered by INSTANDA) as a website chat bot that also provides optional round-the-clock telephone support.

The Opportunity / Problem

Realizing policyholders seeking commercial insurance place a great deal of trust in their agents, Pouch's growth strategy is to empower agents through better technology. They want to make it easier and faster for agents to quote new business, find answers for policyholders, and provide the superior customer experience that only comes from a "personal touch." Pouch also services many insurance agencies within migrant communities, making the need to communicate across multiple languages vital.

Project

AI-powered assistant quoting Commercial Auto insurance

Goals

> Enhance Agent and Customer Experience

> Grow New Business

> Provide Multilingual Support

The Solution

To enable agents to offer policyholders the best service possible,. Pouch Insurance built an AI-powered assistant, "Goodie." Goodie, available 24/7 and integrated directly on Pouch's agent portal, generates quotes for agents to finalize and bind into a policy. Goodie also functions in up to 9 languages, serving as a critical tool in overcoming language barriers and enhancing the overall customer experience.

The Team

The team took an on-demand agile approach to the implementation. The core team contained one developer and the COO. The pair designed and created the service. The first test users were members of the Service and Operations department.

The Timeline

In total, Pouch was able to design, build, and launch their AI chatbot to market in 65 days.

1. The first two weeks were spent designing the solution.
2. From there, the team ran a series of 19, one-to-two-day build iterations, focusing on getting as much real-time feedback as possible.
3. From there, the next two weeks were spent testing the solution with internal departments.
4. The last stage was the final four weeks, in which the team tested the chatbot with friends and family.
5. Once the last stage of testing was complete, Pouch launched the chatbot to market.
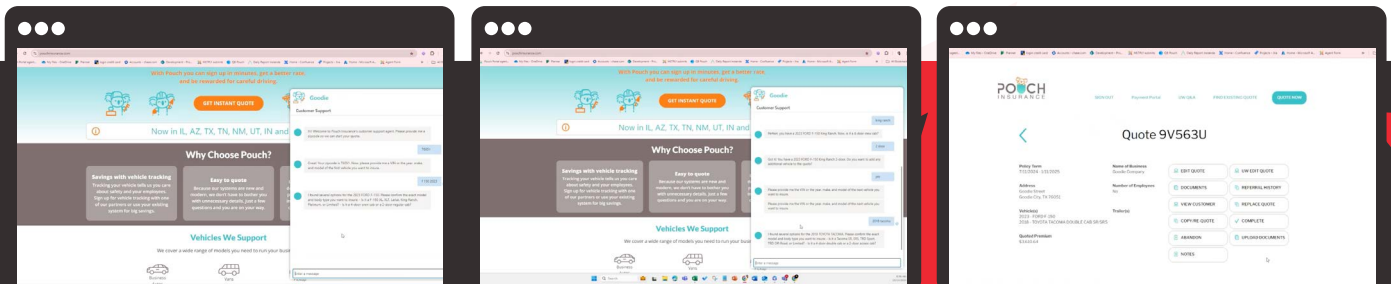
Key results

Pouch's pioneering AI Assistant significantly enhances agent efficiency, improves customer interactions, and offers unique multilingual capabilities, ultimately strengthening the agent-customer relationship.

Goodie has already led to measurable improvements in agent performance and customer satisfaction, including:

- ✓ **35% increase** in sales efficiency by automating the quote generation process and streamlining tasks overseen and validated by agents.

- ✓ **50% increase** in quote volume, as agents can handle a significantly higher volume of quotes, leading to increased business opportunities.

- ✓ **15% reduction** in complaints and hang-ups. Sentiment analysis helps assess and improve customer interactions, reducing negative experiences.