



CHAT2LEARN

Chatbot technologies for digital entrepreneurship education and adult learners

Project n. 2020-1-CY01-KA204-065974

*IO1: Developing a chatbot learning environment in the field of digital
entrepreneurship*

*1.1. Collecting best practices and tools on Technology Enhanced Learning and
creation of a resource library on topic*

PREPARED BY





Good practices template

Good practice definition

A “good practice” can be defined as follows:

A good practice is not only a practice that is good, but a practice that has been proven to work well and produce good results, and is therefore recommended as a model. It is a successful experience, which has been tested and validated, in a broad sense, which has been repeated and deserves to be shared so that a greater number of people can adopt it

Good practice criteria

The following set of criteria will help us to understand whether a practice is a “good practice”:

- **Effective and successful:**

A “good practice” has proven its strategic relevance as the most effective way in achieving a specific objective; it has been successfully adopted and has a positive impact on individuals and/or communities

- **Technically feasible:**

Technical feasibility is the basis of a “good practice”. It is easy to learn and to implement

- **Replicable and adaptable:**

A “good practice” should have the potential for replication and should therefore be adaptable to similar objectives in varying situations

- **Environmentally, economically and socially sustainable:**



A “good practice” meets current needs without compromising the environment and/or the social cohesion of the territories

Title <i>A.S.R.</i>	
Date/Period <i>Lunched in 2016</i>	Authors <i>A.S.R.Verzekeringen</i>
Partner <i>Lidi Smart Solutions, The Netherlands</i>	

Element	Guiding question
Type of practice	<i>ASR Conversational interface is a technical application of the Chatbot Technology in the insurance industry.</i>
Publisher (optional)	<i>Desktop research through the use of newspapers, articles and various websites related to the insurance industry and the chatbot technology.</i>
Target audience	<p><i>The target audience of A.S.R. conversational interfaces are the current and potential customers of A.S.R. company products.</i></p> <p><i>This chatbot has been developed with the help of:</i></p> <ul style="list-style-type: none"> ● <i>DEPT Agency whose role has been to enhance the customers through architecting visual guidance in the forms of icons.</i> ● <i>CX Company which has been a specialist in chatbots since 2005. With the development of the conversation platform DigitalCX, they offer companies a platform on which chatbots, artificial intelligence and online do-it-yourself solutions ensure that the customer quickly finds what they are looking for.</i>
Objective/Aim	<i>Conversational interface of ASR Insurance company which aims to enhance their customers in finding the needed information and answers while improving their user experience and customer satisfaction.</i>



Location/Geographical coverage	The Netherlands
Description	<p>One of the Netherlands' largest and oldest insurance companies, A.S.R. prides itself on being a fair and dependable partner for its customers. Working closely with a network of independent financial advisors A.S.R. assess customers' needs before directing them towards the most appropriate policies and advisors.</p> <p>ASR has been fully committed to chatbots since 2016. Their chatbot is different from the other chatbot examples as their entire website has been transformed into a so-called conversational interface. They have done this to improve their customer's experience. Previously, customers regularly got lost between the jumble of pages and many different telephone numbers.</p> <p>The personality of the chatbot does not come out clearly, yet the language is appropriate for insurance. The tone is neutral and helpful. This is therefore important when building a chatbot.</p> <p>The interface is designed in a way so the customer immediately knows where to ask their question. When a customer lands on the homepage, they will be faced with several choices. This way they immediately end up in a flow that completely personalizes their experience. Achieving the correct answer doesn't take much effort as the bot navigates them with buttons and they can visually find where to best go with their problem. This is one of the chatbot trends that will be encountered more and more.</p> <p>A.S.R. is one of the first companies that has exchanged its traditionally designed homepage for a conversation-driven homepage. After a heady start, the insurer was able to significantly improve the customer journey via the chatbot. 85% of the visitors find their answer through the chatbot as opposed to the previously 50%). Even more impressive is the 50-point increase in the NPS score.</p> <p>Since then, A.S.R. has frequently been asked to share its learnings with telecom providers, financial service providers and municipalities.</p>



	<p>The launch of a chatbot is only the start. They have learned fast from customer behavior. With data and feedback readily available, the process of analyzing and optimizing is simple. A.S.R. can easily see which questions are asked, which topics are relevant, the stage at which customers are dropping out and which parts they are most unsatisfied with.</p> <p>A.S.R. future plans include:</p> <ul style="list-style-type: none"> • Conversational Forms. • Customer identification in the chatbot via login. • Adding stakeholders to the platform. • Integrating artificial intelligence in the custom dashboards to improve dialogues.
Methodological approach	Such was not shared.
Finance	A.S.R. company own resources.
Constraints (optional)	Such were not identified.
Outcomes	<p>Implementing the A.S.R. conversational interface into the A.S.R. website has led to the following results:</p> <ul style="list-style-type: none"> • +50 points increase in the NPS customer satisfaction score turning it to an all-time high. The NPS (Net Promoter Score) is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand. • 85% of visitors find answer through chatbot (used to be 50%) • Reduction in call/email waste • Know what the customer really wants • Organizational silos reduced



Replicability and/or up-scaling	<i>A.S.R. chatbot can certainly be replicated in other insurance companies as well as in many other industries. Its concept of turning the entire website into a conversational interface and using visual guidance to help its customers navigate easily throughout it makes it an applicable and suitable solution worldwide. I would surely vote 5 for this chatbot.</i>
Conclusion (optional)	<i>Such was not shared.</i>
Opinion (optional)	<p><i>Express your opinion on a scale from 1 (=min) to 5 (=max) about:</i></p> <ul style="list-style-type: none"> ● <i>Usability – 5.</i> ● <i>Relevance (the degree to which the problem addressed by the good practice is experienced as significant) – 5.</i> ● <i>Granularity (the degree to which the good practice is detailed) - 5.</i> ● <i>Integration (the degree to which to good practice can be integrated in the Chat2learn project) - no opinion.</i>
Further considerations	<i>None.</i>