



# The story of 3 large global insurers creating winning AI-driven customer experiences to drive sales



TOKIO MARINE



مجموعة قطر للتأمين  
QATAR INSURANCE GROUP



شركة عُمان للتأمين  
Oman Insurance Company



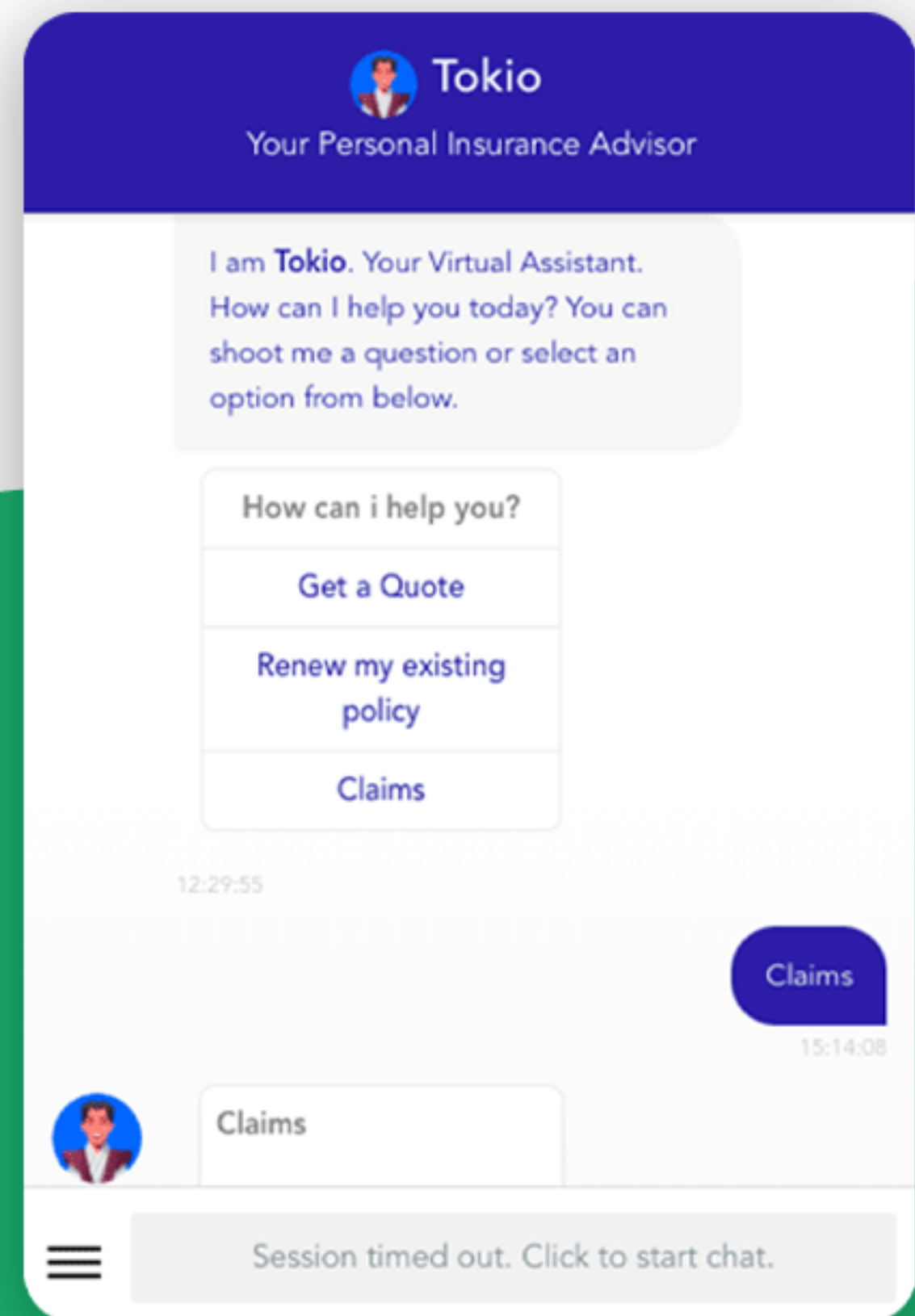
## **Tokio Marine Insurance, Qatar Insurance Company, and Oman Insurance Company needed to:**

- Increase sales efficiency
- Minimize human intervention in policy renewal and claim processing
- Drive sales and engage customers across all touchpoints





# Tokio Marine Insurance (TMNF) speeds up its sales cycle with automation





- **Tokio**, the TMNF bot, answers customer queries across WhatsApp, Messenger, and website
- It engages global and local customers, speaking in English and Arabic
- Customers use it to get quotes, renew policies, and track claims without human intervention





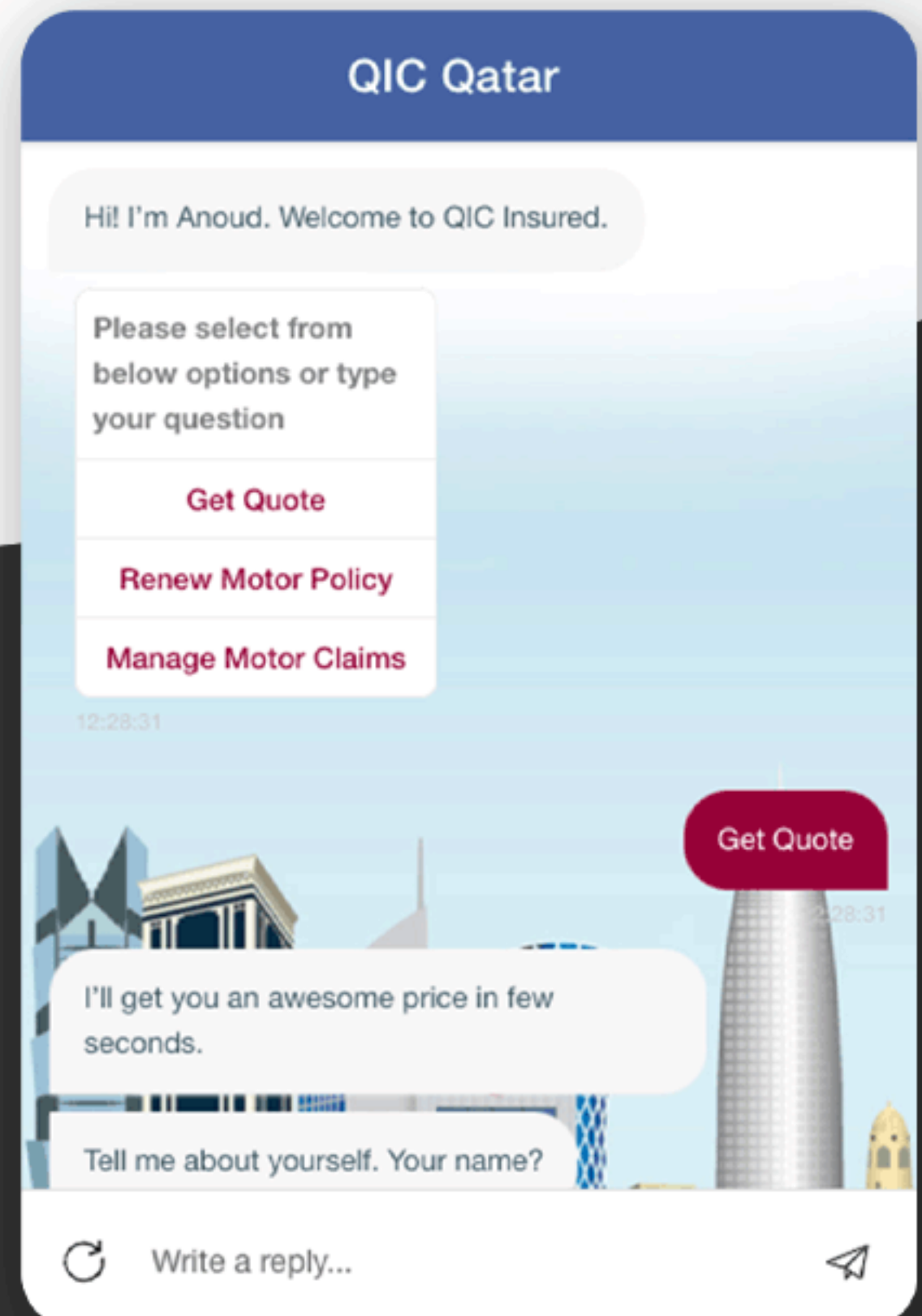
# The Results?

- Tokio handles 70% of TMNF's inbound queries
- It increased their website conversions by 10%





# Qatar Insurance Company (QIC) sells policies in under 1 minute





- QIC's bot, Anoud, functions across Qatar, Oman, UAE, and Kuwait
- Deployed over QIC's website and mobile app, it helps customers buy policies faster than ever before
- Anoud also allows users to renew policies and file claims without involving a human agent





## The Results?

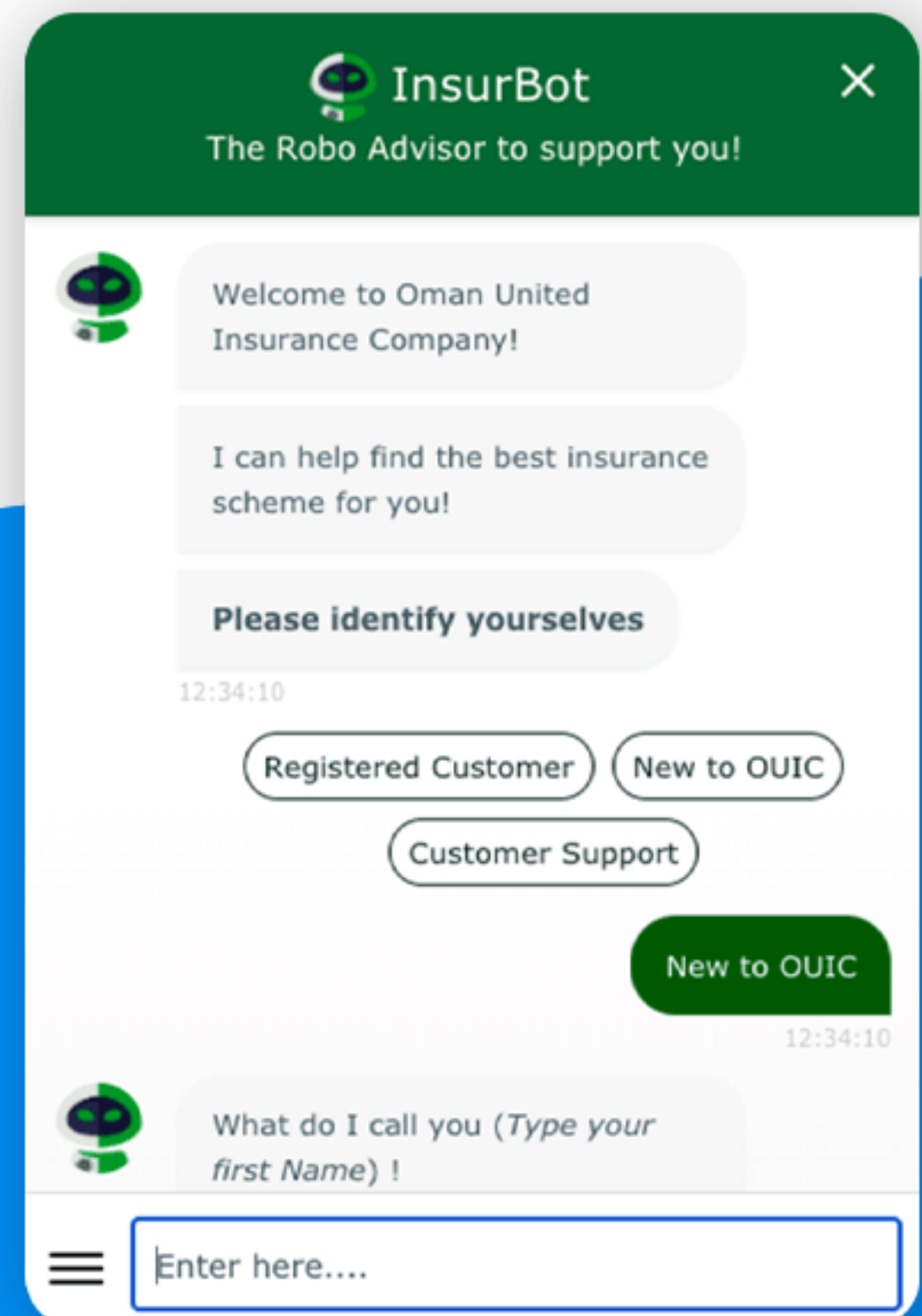
- Anoud chats with 10.5x more customers than QIC's agents
- QIC's premiums rose 2% within a year of deploying their bot
- QIC won multiple CX awards in the year following Anoud's deployment







# Oman Insurance Company (OIC) drives sales with WhatsApp automation





- OIC launched Insurbot, an AI-powered Engati chatbot on WhatsApp and their website
- **Insurbot** makes it easy for customers to buy policies, renew them, and file claims directly over WhatsApp

