Digital, simple and customer-focused: Generali Switzerland launches chatbot in four languages

- Generali Switzerland is simplifying its customer communications by introducing a fast, easy service by the name of Chatty, which is available in four languages. This makes the insurer an industry pioneer.

- Generali Switzerland has been awarded gold and silver in the "Digital Insurance Experience Study 2023" by the Institute of Financial Services Zug (IFZ) at Lucerne University of Applied Sciences and Arts. Chatty has also won the ITC DIAmond Award in Munich.

Adliswil – As a lifetime partner, Generali Switzerland aims to make its customers' lives easier and more convenient. The development of an AI-based chatbot will reduce telephone waiting times that can occur at peak times as a result of high call volumes. Customers will be able to use the chatbot to navigate to their specific concerns and ideally receive instant answers to their questions.

Generali Switzerland began using the chatbot on its German website in autumn 2023 and Chatty has also been available in French, Italian and English since the beginning of the year**.**

Christoph Schmallenbach, CEO of Generali Switzerland: *"Our four-language chatbot is a logical next step in aligning our organisation and services to our customers' needs. Together with our subsidiary House of Insurtech Switzerland (HITS), we've created the conditions for such innovations. Thanks to state-of-the-art technologies and self-learning systems, we can offer our customers unique services."*

Chatty, the multilingual advice wizard

The chatbot was developed in the HITS innovation garage, together with the start-up Enterprise Bot. It uses the latest generative AI and process automation technologies. The chatbot is also driven by language models such as ChatGPT. Chatty uses natural, human-like dialogue to help select policies, answer questions about coverage or provide initial assistance in the event of a claim. The live-chat function was made possible by integrating DocBrain and ChatGPT technologies. DocBrain, Enterprise Bot's patent pending technology, played a crucial role in this transformation. It gives conversational AI the ability to link data sources from various databases.

First and second place in the "Digital Insurance Experience Study 2023"

Another success story for the digital transformation of Generali Switzerland: in November 2023, Generali Switzerland took second place in the overall ranking of the "Digital Insurance Experience Study 2023" by the Institute of Financial Services Zug (IFZ) at Lucerne University of Applied Sciences and Arts. The study surveyed 763 insurance decision-makers. Thanks to its well-organised online advice, Generali Switzerland secured second place in the "Omnichannel" category, thereby contributing to this brilliant result. It even achieved gold in the "Online Services" category. The quality of the descriptions and the addition of explanatory videos were particularly impressive.

"Our transformation consistently focuses on our customers. Our digital solutions are tailored to people who value speed, simplicity and self-service technology. We're delighted that our efforts are bearing fruit and that the insurance decision-makers surveyed rate our digital services so positively. With the launch of our chatbot, we're continuing to specifically pursue our strategy and constantly expanding our online services," says CEO Christoph Schmallenbach.

ITC DIAmond Award winner at the ITC DIA Europe 2023 Conference

Generali Switzerland also presented Chatty's success story at the ITC DIA Europe 2023 Conference in Munich, together with Enterprise Bot. The jury awarded Catty the ITC DIAmond Award for its customer-focused solution using innovative AI technology and process automation capabilities. The ITC DIA Europe Conference is Europe's leading conference for digitalisation in the insurance industry.

Further customer-oriented services under development

Generali Switzerland is currently working on enabling Chatty to directly record claim notifications in the event of vehicle damage. The necessary forms are gradually being integrated into Chatty. This will give customers a seamless experience when using the company's website. The development of a Voice Bot is also well underway, aimed at delivering an integrated omnichannel communication solution.

ABOUT GENERALI SWITZERLAND
The Generali Group one of the largest global insurance and asset management providers. Established in 1831, it is present in over 50 countries in the world, with a total premium income of EUR 81.5 billion in 2022. With 82,000 employees serving 69 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

Generali's roots in Switzerland date back to 1887. Today, Generali (Switzerland) Holding Ltd. operates throughout Switzerland, with two head offices – one in Adliswil and one in Nyon – and a wide network of agencies. The insurer has more than one million customers and offers products for every situation in life. These include property, legal protection, life insurance and pension solutions. Generali Switzerland is part of the DACH Business Unit, which includes Generali Germany, Austria and Switzerland. With EUR 19.6 billion of premium income and more than 12 million customers, this Generali Group business unit is one of the leading primary insurance companies in Germany, Austria and Switzerland.

Generali (Switzerland) Holding Ltd.
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