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[Bajaj Allianz General Insurance introduces its chatbot 'BOING' on Amazon Alexa](#)

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Pune: Bajaj Allianz General Insurance announced presence of its chatbot 'BOING' on Amazon's Alexa. The company is first in the Indian insurance industry to use Amazon's cloud based voice service Alexa which is available on Amazon's Echo. Through this move, company aims to redefine the customer experience and provide them with instant customer query resolution and FAQ's in voice format. The company also announced an additional feature of linking of Aadhaar and PAN card to the insurance policy on BOING chatbot for the convenience of customers.

BOING is an Artificial Intelligent Chatbot service platform that the company recently launched which offers 24/7 customer assistance and instantly responds to customer queries. It helps the customer to register a motor claim, get policy soft copy, check policy status (Motor & Health), check claim status, locate company branch and nearest empanelled hospitals and workshops. These services of the chatbot will be integrated with Amazon Alexa.

Commenting on this development, Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance said, "Bajaj Allianz has always been at the forefront of adopting technology and transforming customer experience by providing them instant solutions to their insurance needs. Next wave of digitalization will be driven by 'voice' which will make the customer interaction even simpler and will take their experience to the next level. Through this move, our aim is to improve customer experience by being present where they are. By adding the BOING skill on Amazon Alexa app, customers will be able to interact and engage with us through the Amazon Echo Device in a very simple way."

BOING will be added as a skill within Alexa's skill set enabling customers to interact with BOING through voice enabled commands. For instance, customers can ask their Amazon Echo Device, "Alexa, ask BOING what is NCB?" Alexa will immediately reply to the command. Initially, BOING on Alexa will answer insurance related queries which don't require any authentication and can be accessed by anyone, soon policy servicing related features like registering a claim, status of policy/claim, getting the soft copy of the policy, which require policyholder authentication will be rolled out.