

Bajaj Allianz General Insurance Chatbot 'BOING' now available on Google Assistant

- BOING integration with Google Assistant will enable ease at customer engagement level

Pune, 17 May 2018: Bajaj Allianz General Insurance, India's leading private general insurer today announced the integration of its chatbot 'BOING' with Google Assistant. Through this industry first move, the company aims to enhance the customer experience by helping them with instant query resolution in voice format.

With this new feature, customers of Bajaj Allianz General Insurance can use BOING on Google Assistant for a number of benefits including policy soft copy, claim status, 80D certificates on email, motor insurance renewals and locating company branch, nearest empanelled hospitals and workshops.

This new integration allow customers to use BOING through voice enabled commands. For example, customers can ask Google Assistant, "Ok Google, Talk to Bajaj Allianz BOING", Google Assistant will immediately initiate the chat. In order to avail information pertaining to their existing policies, the users will be required to link their insurance policy number with their google account with a one-time authentication process which is a part of the flow. However, for generic queries such as locating company branches and empanelled hospitals the authentication process is not required.

Commenting on this development, **Sourabh Chatterjee, President & Head - Technology, Direct Sales and Travel at Bajaj Allianz General Insurance** "This launch is a continuation of our journey in taking Customer Engagement to the next level using 'Voice' and Artificial Intelligence (AI). At Bajaj Allianz we believe in providing our services for the convenience of the customer on popular platforms such as Google Assistant."

With more customer base adopting the new technologies and channels, it is important to establish a right connect with them. The digitization has enabled insurers in offering seamless integration across systems to bring in simplicity and improved efficiency across the entire value chain. Customer service through voice commands sure is set to revolutionize the customer engagement.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance is one of the leading private general insurance company in India. Bajaj Allianz is a joint venture between Allianz SE, the world's leading insurer and largest asset manager, and Bajaj Finserv Limited, India's most diversified non-banking financial institution. Bajaj Allianz General Insurance offers general insurance products such as motor insurance, home insurance, health insurance as well as other unique insurance plans such as wedding insurance, event insurance, and film insurance. The Company began its operations in 2001 and today has a pan-India presence in over 1000 towns and cities. The Company has been constantly expanding its operations to be close to their customers. Bajaj Allianz General Insurance has been a profit-making company since its inception and has consistently been

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rated with “iAAA” rating for its claims paying ability by ICRA Limited (an associate of Moody’s Investors) consecutively for last 12 years.

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