

Bajaj Allianz General Insurance introduces its Chatbot 'BOING' on Amazon Alexa

- First in the Indian insurance industry to use Amazon's cloud based voice service Alexa
- BOING skills integrated with Alexa will take customer engagement to the next level
- BOING chatbot goes live to link Aadhar and PAN Number to the policy

Pune, January 22, 2018: Bajaj Allianz General Insurance, India's leading private general insurer today 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.

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.

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."

Voice is the new frontier and Bajaj Allianz General Insurance aspires to be at the forefront of customer services through use of voice as the medium to interact. Highlighting the importance of the technology, **Sourabh Chatterjee, Head – Digital & Technology, Bajaj Allianz General Insurance** said, "Each of our BOT's are designed to self-learn using Artificial Intelligence and are completely integrated with our systems through a set of ready to use Application Programming Interfaces (API). This technology backbone helps us serve our customers better in a unique way through use of next generation User Interfaces like voice."

Digitization in the insurance industry today has enabled in providing seamless integration across systems which has brought in simplicity, improved efficiency and efficacy across the entire value chain. Customer service through voice commands is the next step which will 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 rated with "iAAA" rating for its claims paying ability by ICRA Limited (an associate of Moody's Investors) consecutively for last 11 years.

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