



Whatsapp-ening in Insurance? Leveraging Whatsapp as the global platform for insurance

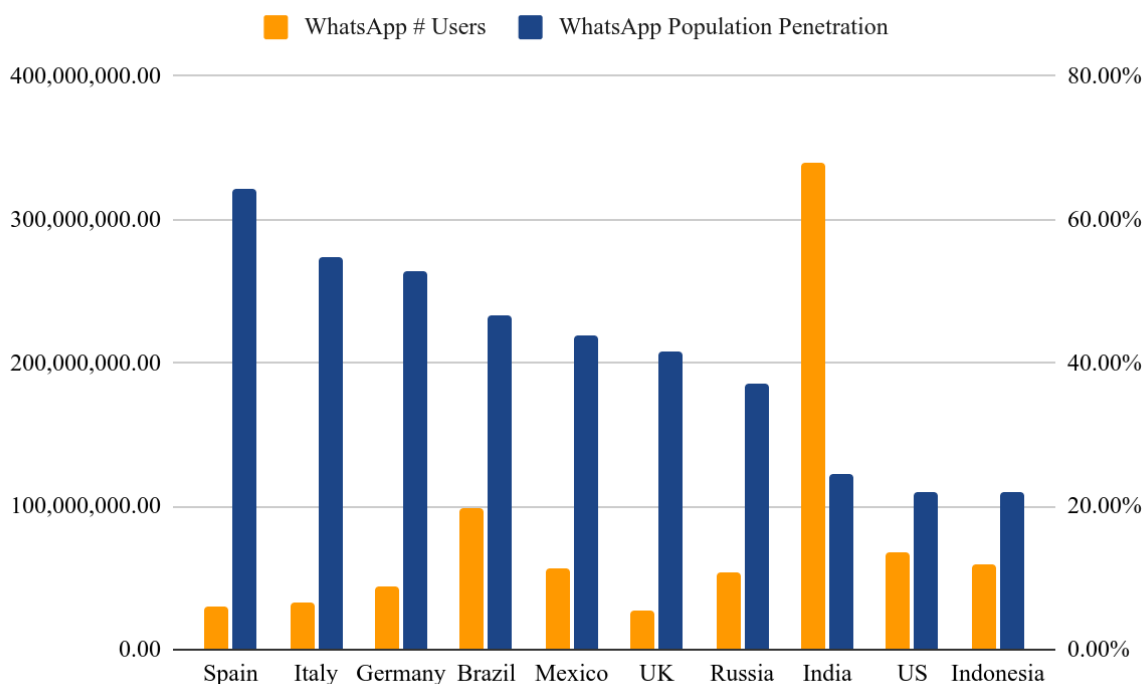


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Chapter 1 - Introduction

A recent study showed that while 76% of the Italian population uses a smartphone, it is mostly used for the purpose of messaging as 61% have used the messaging function in their devices. According to another study conducted by eMarketers, Italy ranks eighth country in the world by the number of WhatsApp users, with over 30mn using the platform (Italy ranks only 23rd by population). However, at the same time, it impressively ranks 2nd worldwide in terms of Whatsapp usage penetration to the population.



Source: Statista

That said, one in two Italians uses WhatsApp and even 95% of this user group access their personal contact flow at least once a day. This translates into an obvious consideration for companies - WhatsApp should be exploited by businesses to get in touch with new and existing customers.

WhatsApp Business

In August 2017, WhatsApp began verifying business accounts and just a few months later in January 2018, WhatsApp Business was launched across the UK, the US, Mexico, Indonesia and Italy. By May of 2018, 3 million businesses signed up for WhatsApp Business which swelled up to 50 million (source: WhatsApp blog) by July even though businesses could only contact people that have voluntarily provided their contact numbers and agreed to be contacted.

The NCPI officially cleared the launch of WhatsApp payments in India in November 2020. This allowed Facebook to roll out services through which people were able to execute and receive payments through the Application. Furthermore, the recent introduction of WhatsApp Cart, a feature that allows businesses to take orders and sell items online directly through the app, placed the instant messaging app under the business spectrum spotlight more than ever. A lot of businesses realized that they were no longer talking about a simple chatting tool. Moreover, WhatsApp's money exchange system may soon arrive in Italy too as per the direct confirmation by Mark Zuckerberg, even though the details are not clear yet.

The Insurance vertical

So far, Insurance companies and intermediaries have struggled to convince their clients to download their mobile applications to engage with their insurance services. However, WhatsApp is acting as the perfect solution to this problem.

Italian insurers now have the chance to engage directly and quickly with about half of the population through a channel that the policyholder or prospect is already familiar with. WhatsApp represents a new and more engaging way of communication and reaching out to about half of the population.

Meanwhile apps like Revolut, Netflix, Instagram, Uber and many more are dictating the rules of the UX/UI. Policyholders, especially the new generations, are demanding the same intuitive UX/UI that they have gotten accustomed to. Using an app like WhatsApp can shorten the gap between what the "new" policyholders are demanding and what the insurer can quickly provide- effortless UX and fully digital solutions.

The insurance industry has the fresh opportunity to establish a **relationship of trust** with its customers which it traditionally lacks and fails to build. Insurers can create a two-way, fast, and familiar communication channel that could allow them to get to know their customers better, offer tailor-made solutions at the right time, and provide immediate support when needed, building a long-lasting relationship. The most common usages of WhatsApp already seen across the industry are for:

- Customer support (especially in claims): policy documents submission, policy suspension/cancellation, claim processes.
- Marketing purposes: lead generation, cross-selling, etc.

However, the full potential of WhatsApp is yet to be fully uncovered. As an example, the integration of payments services through the application can allow customers to

purchase and pay for an insurance policy and much more. [Additional information will be provided in chapter 4]

The next chapter will describe some of these successful use cases at national and international levels, analyzing the scope of the integration, the difficulties encountered and the final results.

Chapter 2 - Best Practices

The scope of this chapter is to outline some successful use cases at national and international levels, focusing on Asian (and European) countries which normally set the standards in technology and innovation.

The chapter will encompass:

- Europ Assistance (Italy)
- Cigna (Hong Kong)
- Bajaj Allianz Life (India)
- Future Generali (India)
- Axa (Belgium)

Europ Assistance (Italy)

Scenario

Europ Assistance is a French insurance company belonging to the Assicurazioni Generali Group. It is present in 208 countries around the world and has around 8,000 employees. Europ Assistance is able to intervene in more than 200 countries both in everyday life and in emergency situations, offering personalized assistance services and insurance coverage in the areas of mobility - Travel and Car - and in those of Health and Home & Family.

Europ Assistance Italy is part of the Europ Assistance Holding and has enabled the possibility for its customers to request medical assistance using WhatsApp.

Europ Assistance Italy's customers who need to receive medical assistance can decide to use the messaging channel instead of the standard calls even when abroad. This facilitates the exchange of multimedia information, such as images, documents and geolocation with the contact center and the doctors who provide assistance, allowing them to be more effective and provide faster healthcare solutions to their customers.

However, the journey was rather complex as the company faced several technical and administrative challenges in implementing the usage of WhatsApp.

Problem

Europ Assistance Italy (Eait) has long used a Call Center technology platform which has been the heart for all inbound and outbound voice traffic management. It manages thousands of incoming numbers, hundreds of operators, and millions of calls per year. Therefore, any WhatsApp solution had to be necessarily integrated with this existing platform. One of the main requirements for onboarding WhatsApp solutions was for the WhatsApp contacts to take advantage of the same routing rules as the other channels.

Even though Eait had several automated digital channels, the WhatsApp channel was required to be treated manually so that it could be usable in the context of medical assistance. Thus, Eait requested the WhatsApp chats to be managed by real and "live" operators.

Solution

Eait embraced the “certification journey” to enable the WhatsApp channel as soon as the Facebook’s API became available for all the companies. Eait decided to access these APIs via an SMS provider, going through the process required to become a certified partner. They enabled three certified WhatsApp phone numbers and about ten approved templates to contact its customers.

The platform which enabled the treatment of the incoming WhatsApp chats required more than four months to be developed and deployed in production for the first time. One of the main challenges was to create a custom integration software to make the API dialog possible between the SMS provider and the core Contact Center platform. This infrastructure deployed as a microservices platform on kubernetes allowed it to scale dynamically and handle hundreds of chats per minute. It provided advanced features such as handling of business hours, chatbot handover, intelligent queuing and routing to the agents based on their skills, exchange of media with the agent’s desktop (geolocalization, photos and documents), and advanced reporting.

Results

Eait has three active and certified WhatsApp numbers to give assistance to its customers. Each number serves a different scenario - health assistance, car assistance and customer care.

Customers who have activated the health insurance policy can choose to receive assistance using the WhatsApp channel. The Contact Center operators can also send invitations to customers to bring them to the WhatsApp channel where necessary even when the first contact was through telephone or via other channels (email). Unfortunately, the use of this service has been limited as it went into production shortly before the outbreak of the COVID-19 pandemic which strongly impacted the tourism sector.

The WhatsApp channel has also been activated since January 2021 for the Customer Care service without integration with payment services. In the first pilot month more than 1000 WhatsApp contacts have been treated and over 150 invitations have been sent to join the WhatsApp channel. The first feedback from customers have been positive as certified by an NPS scoring handed via a chatbot.

Cigna (Hong Kong)

Scenario

As a global health service leader, Cigna Corporation is dedicated to helping people improve their health across 30 countries and jurisdictions. Today, the global network of Cigna comprises of more than one million healthcare professionals, clinics, and facilities. Cigna's customer base includes scores of expats and locals based in Hong Kong along with people from Mainland China and they have continually strived to coordinate and establish a seamless customer service experience for their clientele.

Problem/Goal

Cigna Hong Kong wanted to reduce the volume of calls received and increase

customer satisfaction. They also wanted an additional system or tool which can serve their local customers in Cantonese.

On top of this, reduction in operational costs for their customer support teams was also a priority for Cigna Hong Kong while they wanted the IVR facility to be limited for critical operations.

Solution

Cigna Hong Kong decided to use WhatsApp as a tool to interact with both English and Cantonese speaking customers and handle high volumes of queries as it was already the most popular messaging platform in Hong Kong.

To develop the WhatsApp virtual assistant, they partnered with Clare.AI, a locally grown startup that provided digital assistant solutions in Cantonese/ Chinese. And with this, Cigna became the very first Hong Kong based medical insurer that offered a convenient, round the clock, channel of communication for both the locals as well as the expats to assist them in resolving their queries.

The Cigna WhatsApp assistant was powered by Artificial Intelligence (AI) and could handle basic customer requests like finding suitable doctors or medical experts as per location and specialization in a matter of seconds. Live customer agents were relieved off a substantial volume of basic queries and they could assist people with more complex queries instead.

A specialized digital assistant trainer ensured that the virtual assistant could give customers a useful experience with suitable equipped vocabulary. And in time, more and more people were encouraged via email to opt for and use the WhatsApp assistant.

Results

The WhatsApp enabled virtual assistant achieved 91% customer query resolution out of more than 1000 customer queries it encountered within the first week of trial launch logging a 3x faster response time. Cigna Hong Kong were able to enhance their customer service experience with faster and round the clock service by using WhatsApp Business as their virtual assistant.

Major features included in this solution:

- Pre-claims check
- Find me a doctor
- Claims submission for individual and corporate customers
- Post policy purchase queries
- Policy servicing request

The success of the virtual assistant led Cigna to associate with “Doctor Now”, a voluntary service created by the local doctors for elderly people. With this, they became the first insurer in Hong Kong to launch and commercialize this initiative.

Ref links:

- a) <https://www.digfingroup.com/WhatsApp-chatbot/>
- b) <https://www.facebook.com/business/success/cigna-hong-kong>
- c) <https://www.cigna.com.hk/iwov-resources/docs/en/about-cigna/news/Media-Alert-Cigna-Hong-Kong-launches-Telemedicine-and-new-AI-Solutions-EN.pdf>

Bajaj Allianz Life Insurance (India)

Scenario

Bajaj Allianz life Insurance is one of the leading private life insurance companies in India. With 759 branches across the country, Bajaj Allianz Life offers innovative insurance solutions to a variety of customer segments. Known for their exemplary customer services and a range of innovative products, Bajaj Allianz Life has won multiple awards and recognition for its contribution toward the insurance industry. Bajaj Allianz life Insurance has been launching solutions seamlessly throughout the last 5 years and has been prompt in responding to changing circumstances and expectations.

Problem

Bajaj Allianz has centralized customer support and IVR operations which handles queries across India. With an ever increasing customer base, maintaining call center response times or meeting defined SLAs becomes a challenge. The situation was further exacerbated in a post Covid world where the number of queries started increasing while the manpower across branches and customer care centers either reduced or made minimal working hours. The team was however able to anticipate this and subsequently outlined two challenges to counter:

1. Quicker solutions on portals and IVR for both customers and intermediaries
2. With the pandemic, branch related queries were no longer managed leading to an increase in transactions and a higher overall time for query closure or completion.

The major operation areas which were getting affected were:

- Customer onboarding
- Renewals & Post Policy Purchase queries
- Proposal confirmations

Solution

In February- March 2020, as Covid cases started to climb in India, Bajaj Allianz started using WhatsApp for customer onboarding and customer servicing. For this Bajaj was using AI enabled chatbot BOING along with their existing LIVE CHAT service. Among customer services, the major services to be sorted in the initial phases were the ones which had most volumes towards quotation and underwriting. This included:

- Proposal related,
- Renewals
- Quote acknowledgment and confirmation
- Document collection

Altogether they had expanded to 20 services being served by a WhatsApp based chatbot

Results

With the WhatsApp services, about 300,000 customers were onboarded and served satisfactory in just 2 months. All the 20 services provided on WhatsApp were very well received and have been even used by both intermediaries and their customers. Moreover, with the improvement of economic situation and the successful customer onboarding through WhatsApp, the insurer saw a GWP rise of about 9.32% in Q3 of 2020.

Ref links:

- <https://bfsi.economicstimes.indiatimes.com/news/insurance/from-WhatsApp-to-ivr-customers-digital-adoption-is-at-all-time-high-kayzad-hiramanek-balic/75687940>
- <https://www.expresscomputer.in/news/bajaj-allianz-life-launch-WhatsApp-service-for-customers/51080/#:~:text=Bajaj%20Allianz%20Life%2C%20one%20of,services%20on%20their%20policy%20%2F%20policies.>
- <https://www.bajajallianz.com/blog/announcements/digital-care-for-you-in-the-digital-age.html>

Future Generali India Life (India)

Scenario

Future Generali India Insurance (FGII) Company Limited is a private general insurance company in India. FGII is the general insurance arm and a joint-venture between global insurer Generali and Indian retail giant Future Group. The company's portfolio comprises insurance products categorized within Personal, Commercial & Social/Rural Insurance.

Future Generali India Life have attempted to extend their retail network by prioritizing their Personal Insurance products. In the year 2018, they had a simplified chatbot and IVR service to serve their direct customers along with a self-service portal. They were attempting to extend these solutions further and as one of the very first Life Insurer in India had planned to launch 'WhatsApp for Service'.

Problem/Goal

Future Generali wanted to enhance the ease and convenience of its customers while expanding and increasing the customer team efficiency by letting them only handle the queries which were not handled by digital methods. To this, they aimed to launch instant messaging services including WhatsApp to enhance customer engagements.

Alongside, Future Generali also aimed to increase their customer base and automate the customer enrollment process. The plan was partially achieved by managing multiple channels and initiating B2C channel through WhatsApp.

Solution

Future Generali used artificial intelligence and language processing tool in the digital platform to assist the policyholders in all policy related queries on a real time basis. WhatsApp integration resulted in their policyholders/customers managing and accessing their policies and also helped in policy sharing, photo id document verification, renewals, premium alerts, document collection and having access to receive notifications.

Future Generali also accommodated customer requests in the subsequent system release which included:

- Unit statements
- Claims
- Premium paid certificate
- Renewal payments

With the help of instant messaging for all these automated services they were able to create new SLAs and achieve them. The 24x7 on-the-go service helped to expedite service delivery and improve customer experience significantly by making it convenient and simple for customers to access their services.

Results

Future Generali rolled out the delivery of all policy documents through WhatsApp post this implementation. They executed a pilot project on the same and delivered over 5200 policies through WhatsApp in June 2018.

They experienced a year on year (yoy) customer base increase of 12% through the B2C channel as a direct result of WhatsApp implementation.

Ref links:

- <https://economictimes.indiatimes.com/wealth/insure/future-general-India-insurance-starts-delivering-policies-via-WhatsApp/articleshow/64960025.cms?from=mdr>
- <https://timesofindia.indiatimes.com/business/india-business/future-general-India-insurance-starts-delivering-policies-via-WhatsApp/articleshow/64959650.cms>
- <https://www.zeebiz.com/companies/news-get-safer-with-WhatsApp-future-general-India-set-to-do-a-first-in-India-55144>

Axa (Belgium)

Scenario

Axa insurance is the largest car insurer in Belgium insuring almost 1 out of 5 cars in the country. It is a distributor of non-life insurance products (car insurance, family insurance, troubleshooting assistance, etc.), savings and investments, and insurance for professionals. Furthermore, Axa is the first insurer and assistance provider in Belgium with the knowhow to optimally use the possibilities of WhatsApp for its customers. It does this in collaboration with Sparkcentral, a Belgian/American tech company specialized in digital customer service software for contact centers.

Problem

Prior to WhatsApp implementation, most of the customer operations were handled through the Portal or through external channels like email. The process of tracking and managing customer requests encountered significant operational difficulties.

Analyzing the needs and requests of their customers, Jef Van In, Chairman of Axa Belgium considered a simple, comfortable, and easy to use messaging function to be the next logical step in their customer journey in addition to their existing channels of communication.

Solution

Axa was the first insurer and assistance provider to offer the option to talk with agents via WhatsApp. From the testing phase, customers could use the messaging feature whenever they needed help purchasing a new car or home insurance online. Within the first ten months, as many as 80,000 people paid a visit to the Axa website to calculate their home or car insurance rates. Then they often proceeded to purchase which led them to choose a broker responsible for managing the contract. A survey pointed out that over 70% of the customers who participated in using WhatsApp and other related projects, acknowledged and appreciated the engagement.

For several months, Axa Partners, as one of Axa's assistance providers is also offering the option to communicate via WhatsApp if they encounter

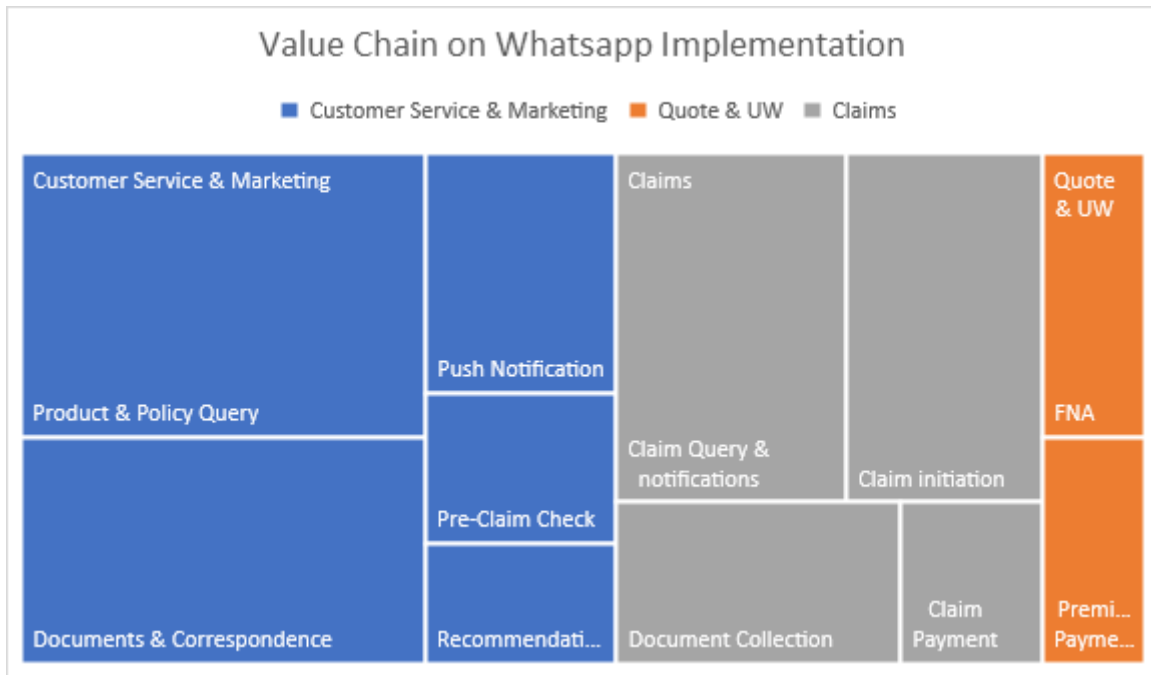
a car accident or breakdown to its customers irrespective of whether they are in Belgium or outside. With WhatsApp, Axa Partners also follows up requests for assistance at home.

Results

Most of the questions faced (60%) via WhatsApp were about the replacement car, 20% about repatriation or an overnight stay and 10% about the repair of the vehicle. The fact that AXA can smoothly guide the customer has enhanced customer satisfaction levels with almost 3 in 4 customers using WhatsApp giving a score of 9 or 10 (Out of 10) based on their overall experience. In fact, WhatsApp usage was also able to add value and boost the call center satisfaction scores to 4.5 out of 5! The CEO of Sparkcentral reaffirmed his mobile-first vision where companies need to utilize digital channels for effective communication with customers based on the satisfactory results obtained in conjunction with Axa and Axa partners over the 9 month WhatsApp channel test phase. The CEO further pointed out better NPS scores leading to higher customer loyalty and expressed the desire to grow the WhatsApp channel further with Axa and Axa partners into an important comprehensive channel for the journey of an insurance customer. Elsewhere, in France, Direct Assurance, a subsidiary of Axa also understood the interest that WhatsApp and its 6 million users could have. This led to the insured people receiving response within an hour from the insurer they contact via WhatsApp.

Ref links:

- <https://press.axa.be/axa-belgium-WhatsApp-met-haar-klanten>
- <https://www.axapartners.be/fr/newsroom/lassistance-routiere-na-jamais-ete-aussi-rapide-et-claire-et-ce-grace-lutilisation-de>



The above image showcases the different implementations which Insurers have preferred and have carried out with WhatsApp in various geographies. Insurance companies are able to serve their customers in these respective sections which is resulting in:

- Improve TAT and SLAs
- Higher customer satisfaction and retention
- Departmental efficiency
- Operational cost reduction

Chapter 3 - Challenges for the Italian market

An Insurance Company that decides to use WhatsApp as a channel of interaction with the customer must make sure that the prerogatives of security and privacy are guaranteed.

There are five aspects that WhatsApp, like any other communication channels, must guarantee between the Company and the customer:

1. Data protection
2. Data storage
3. Operator identification
4. Services availability
5. GDPR

1. Data Protection

WhatsApp guarantees end-to-end encryption, a method of encoding messages based on asymmetric encryption algorithms and decentralization of cryptographic keys. Asymmetric encryption involves a pair of keys to encrypt the message: one public and one private. This means that the outbound message is encrypted with the recipient's public key and only the recipient can decrypt the message using his own private key (known only to him). To increase the security of conversations, WhatsApp decided not to control the creation of private keys, but to have them generated and stored directly by the device of the people communicating. **Only the entitled people can decrypt the messages and the conversation does not involve third parties.**

This feature results in two major advantages for the user:

1. If a hacker attacks the WhatsApp messaging service server, he will not be able to discover the private keys or access users' messages.
2. Users' messages are only visible on their terminal and the recipient's terminal, so they can be sure that WhatsApp does not record conversations and does not share them with other organizations (not even the police).

End-to-end message encryption is also applied between the WhatsApp Business API client and the end user, so even large Corporations accessing WhatsApp through API services can enjoy the same security guarantee. Additionally, if HTTPS is used by the Corporate to call the WhatsApp Business API client, SSL encryption (from the backend client to the WhatsApp Business API client) is applied to the data, providing an additional degree of security.

2. Data storage

WhatsApp doesn't retain messages. Once messages (including chats, photos, videos, voice messages, files, and location information) are delivered, they are deleted from WhatsApp's servers. WhatsApp may choose to keep any undelivered messages in their server for up to 30 days while trying to deliver it and deletes it if it remains undelivered after the 30 day period. In certain cases, like when many people are sharing a popular video or photo, WhatsApp may retain it on their servers for longer to improve performance and deliver media more efficiently. However, it is unclear how long this data remains on WhatsApp servers.

3. Operator identification

From a legal point of view, if there are human operators within the company who chat with customers and exchange content, documents, etc., the company needs to maintain a log to track all these conversations. In the event of a legal dispute, it may be necessary to identify the operator who took part in that conversation.

In addition to operator tracking, conversations' logs may also be useful as legal proof of the exchange between company and customer in some cases. In the event of a dispute, it may be necessary to provide proof of the exchange.

These logs must be managed with certified systems that the Company cannot modify and stored in read-only mode for a period as specified by law.

4. Availability of WhatsApp services

WhatsApp states that its Business Services may be interrupted, including for maintenance, repairs, upgrades, or due to network or equipment failure. WhatsApp reserves the right to discontinue entire or a part of its Business Services at its sole discretion. This may include support for certain platforms, devices, or certain features. Events beyond its control may also affect their Business Services, examples being any force majeure or other natural events.

Therefore, it may not be prudent to use WhatsApp's Business Services in emergency situations or where "real-time" customer interaction is important.

5. Privacy & GDPR Compliance

The fact that all the data that goes through WhatsApp is guaranteed by the GDPR makes it suitable for Italian Companies. It's worth noting that WhatsApp Ireland Limited provides Business Services to businesses across the European Economic Area (Includes the EU), and any other country or territory in the European Region as the sole contracting entity instead of WhatsApp LLC, USA.

On the other hand, the company bears no responsibility for the Terms & Conditions that WhatsApp proposes for acceptance to the customer. The customer is properly informed by WhatsApp about the T&C of the Services (according to the legislation) and the acceptance of the conditions is a free choice of the customer.

In any case, once the message is received and decrypted by the company, it will be subject to Insurer's own privacy practices. As for all data shared through the

communication channel, the data/information can be used by the Company for the purpose that the customer agreed to.

Even though WhatsApp said in the 2014 that it would continue to operate completely independently of Facebook, currently it shares some users' data, such as account registration information (phone number), transaction data, information about the Services, information about how users interact with other users (including businesses) when using the Services, information about their mobile device and their IP address (more detail on "*Information we collect*") with Facebook Companies.

In January 2021, WhatsApp announced that the Terms & Conditions would be updated and the users, who did not agree to privacy, would no longer be able to use its services after February 8th. Italian regulators saw a lack of transparency and declared both the communication sent by the messaging service to users and the terms of service and privacy policy themselves as "unclear". Meanwhile, millions of users are signing up for competing services such as Signal and Telegram. Reports state that Signal gained 7.5 million global users while Telegram gained 25 million across the first three weeks of January apparently at the expense of WhatsApp. At the moment, WhatsApp has postponed the roll-out of the new terms to mid-May 2021 while it is providing clearer information to users. It announced that the policy update does not affect the privacy of messages with friends or family in any way (called personal chats) and the changes are related to optional business features. Contrary to what was initially thought by the media, WhatsApp has ensured that the data shared with Facebook won't be used for marketing purposes and that any changes will impact European users that are protected by the GDPR regulation.

Chapter 4 - Benefit from WhatsApp channel

Engage with your customers

Leveraging WhatsApp as an alternative platform for both retail and business consumers has unlimited potential. From a technical and customer engagement perspective, the advantages far outweigh any potential issues. Given that adaptability has been suppressed, particularly in the Italian marketplace, WhatsApp will provide familiar mobility application to all users and enable not only the exchange of initial underwriting data, but also billing and claims services.

The availability of the voice/video service will additionally promote customer engagement between intermediaries and insurers without sacrificing the quality of the interactions. Furthermore, since WhatsApp has penetrated the broader market of mobile users, it will be a high quality agnostic functional tool that will overcome the difficulty of the adoption of proprietary insurance mobile applications.

With full integration into social media as well as legacy insurance companies' platform systems, WhatsApp provides the perfect familiar and plug-and-play tool that can satisfy the requirements of the insurance supply chain. WhatsApp also provides the necessary critical data privacy and security functions to operate across different geographies, for example for business and retail travelers.

WhatsApp Business Account still has a relatively stronger foot in the market compared with other messaging services due to several differentiators:

1. WhatsApp Business helps insurers to engage in two-way conversations and personalized interactions
2. WhatsApp Business account is considered to be a secure channel for business users
3. WhatsApp Business enables conversational commerce, which allows insurers to collect customer feedback and connect with multiple customers using AI
4. WhatsApp still has a far wider global reach when compared to other messaging apps, making it the platform of choice to communicate with customers

Integrate WhatsApp with the company's backend infrastructure

WhatsApp cannot be a channel used by the company while disconnected from company's IT infrastructure. Integrations with platforms such as call center, CRM, payment, and billing systems must not only be taken care of in the onboarding phase of the service, they must evolve with the technical updating of company systems.

While handling the incoming WhatsApp contacts, the user experience in contacting the company via this channel has to be as clean, smooth and as quick as possible. If the user experience is not great and lack the latest technical features, the customer may be forced to go back to traditional channels. WhatsApp should lessen the response time and make the interaction quicker. If it doesn't work well at a technical level, customers may be not engaged.

Follow WhatsApp technical improvements

Currently insurers and their respective partners are managing external **payment links** or portals which are linked to WhatsApp based chatbots. WhatsApp Pay has been making an attempt for the past few years to execute their services in major countries like India, Brazil, Italy, and Germany. It is, however, facing challenges and delays in setting up exclusive financial agreements with any of the major service providers (like MasterCard, VISA) and go-ahead from the country specific financial authorities for both retail and commercial usage. This has reduced the scope of WhatsApp Pay in the Insurance sector across many geographies.

Virtual Assistants (with AI capability), equipped with **NLP (Natural Language Processing)** methodology are assisting the insurance industry significantly. WhatsApp based implementation for these virtual chatbots by several Insurers are also using NLP. Some of the most promising use cases are in the areas of:

- Customer Service and assistance
- Claims Management
- Fraud Detection
- Underwriting automation

Monitor the ROI and plan changes accordingly

Before venturing into costly integration projects such as the WhatsApp enterprise solution, it's important to clearly define the use case and proceed with a POC for a cost- benefit assessment. The POC must include the definition of appropriate KPIs that depend on the use case and with specific objectives and performances to be monitored. If the POC is not successful, the experience gained can help enterprises to understand how to modify the use case to make it a success.

Monitor WhatsApp changes in privacy statements

Insurers can approach the use of WhatsApp without giving up security and GDPR compliances. The end-to-end encryption guarantees that the messages remain private between the company and the customer while the compliance of WhatsApp to the GDPR principles protects the data in accordance with the best EU practices.

In mid-May 2021, the new Privacy Policies of WhatsApp should be rolled out in the market but, as mentioned before, the changes won't be relevant for the Italian users and businesses. The new privacy policy further highlights how Facebook Group companies may use information already collected through WhatsApp. They mention that there is a sharing of information between WhatsApp and other Facebook companies to receive infrastructure, technology, and systems services that improves WhatsApp and keeps it and other Facebook companies secure. However, it is assured that Facebook does not improve its product or ad experiences for users by using data from WhatsApp account information.

In conclusion, companies can be confident in taking advantage of the Business Service of WhatsApp with the assurance that their data is safe and properly treated. However, WhatsApp Business Terms of Service are constantly changing and companies should also be aware of them to always protect their customers.

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