

Press Release

ICICI Lombard and Skit.ai partner to launch a first-of-its-kind AI-powered Digital Voice Agent to assist customers in tracking their claim status

- *Simplifying the complex process for tracking status of claims for motor and health insurance, while giving customers a better experience.*
- *Skit.ai's solution is gearing up to partner with ICICI Lombard to achieve up to 30% call containment and enable up to 28% savings in contact center costs.*

Mumbai/ Bengaluru September 14, 2022: : ICICI Lombard, India's leading private non-life insurance company partnered with Skit.ai, an AI-based SaaS voice automation platform, to launch a first-of-its-kind AI-powered Digital Voice Agent to assist customers seeking the status of their insurance claims, for health and motor insurance policies. Leveraging the Skit Augmented Voice Intelligence Platform, ICICI Lombard will be able to simplify the traditionally complex process of seeking claim status, while focusing on customer experience and empathy. The Digital Voice Agent will effectively reduce the average call handling time, improve call containment rates and automate customer interactions through intuitive, human-feeling dialogue.

Having recognized the need for improving empathy in insurance, ICICI Lombard has pioneered the journey to modernize and elevate customer experience in the insurance claim process. The Skit.ai Augmented Voice Intelligence Platform, integrated with ICICI Lombard's CRM systems, will enhance the speed, accuracy, and ease of conversation. This is a crucial cog in ICICI Lombard's CX innovation strategy. It is expected that this strategic initiative will help ICICI Lombard achieve up to 30% call containment, allowing human customer support agents to focus on tackling more complex claims and escalations. Further, it will also enable saving close to 28% of contact center costs. The Digital Voice Agent has already started helping customers to complete the process of receiving updates on the status of their claims in under a minute while providing a consistent and empathetic user experience. This also takes away the monotony of having to wade through IVRs and the typical DTMF experience.

Commenting of the partnership, Girish Nayak, Chief of Service, Operations and Technology, ICICI Lombard said, "At ICICI Lombard, we believe that insurance is a promise that a customer pays for upfront, and the claim is the moment of truth. With our digital transformation strategy, we have set out to deliver on this promise with an intelligent Digital Voice Agent that cuts down on customer wait time and holds empathetic conversations. It is an unconventional, modern solution that simplifies a legacy process that is quite complex."

While talking about the partnership, Sourabh Gupta, CEO and Co-Founder, Skit.ai said,

"Voice automation and intelligence have the potential to transform and bring about strong foundational changes within the customer experience space. We are thrilled to partner with ICICI Lombard and embark on this journey to digitally transform the Indian insurance sector. Voice is the future of interface between customers and businesses and with Skit.ai's advanced SaaS-based Voice AI solution, ICICI Lombard will be able to deliver world-class customer service, with no more wait time."

Skit.ai believes that the future is voice-first, and their vision is to be the world's leading voice company with sophisticated, differentiated, and one-of-a-kind voice technology. Skit.ai is expanding its footprint to larger markets, leveraging its extensive expertise in deep tech, artificial intelligence, and automation to help businesses transform customer interactions in an ever-changing digital world.”

About Skit.ai:

Skit.ai increases effortless contact center conversations at scale with its Skit Augmented Voice Intelligence Platform. By fusing advanced spoken language understanding systems, speech-first behavioral modeling, natural and fluent response production systems, and domain-specific AI, Skit.ai empowers contact centers to manage customers' needs more efficiently. Skit.ai has automated millions of calls for global enterprises across an array of industries, shifting the traditional contact center experience from automated responses to meaningful, human-feeling conversations. Skit.ai has received numerous awards for its best-in-class technology, including CCW Excellence Awards 2022 Disruptive Technology of the Year, and Gartner Cool Vendor 2021. Learn more at [Skit.ai](https://www.skit.ai).

About ICICI Lombard General Insurance Company Ltd.

ICICI Lombard is one of the leading general insurance companies and the leading motor insurer in the country. The Company offers a comprehensive and well-diversified range of products through multiple distribution channels, including motor, health, crop, fire, personal accident, marine, engineering, and liability insurance. With a legacy of over 20 years, ICICI Lombard is committed to customer-centricity with its brand philosophy of 'Nibhaye Vaade'. The company has issued over 29.3 million policies, settled 2.3 million claims, and has a Gross Written Premium (GWP) of ₹185.62 billion for the year ended March 31, 2022. ICICI Lombard has 283 branches and 11,085 employees as of March 31, 2022.

ICICI Lombard has been a pioneer in the industry and is the first large-scale insurance company in India to migrate its entire core systems 100% to the cloud. With a strong focus on being digital-led and agile, it has launched a plethora of tech-driven innovations, including the industry-first Face Scan and Cal Scan on its signature insurance and wellness App - IL TakeCare, with over ~2 million downloads. The company has won several laurels including the 'Emerging Company of the Year' at ET Corporate Excellence Awards, 'Best General Insurance Company' at Annual Best & Emerging Insurance Company Awards, 'ACEF Asian Leadership' for 'Combatting COVID 19' initiatives, Guinness World Record for its CSR initiatives and many more. The awards are a testament to the trust reposed in the Company by its customers, partners, and other stakeholders. For more details log on to www.icicilombard.com

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