

Why Next Insurance chose to partner with Replicant

PROBLEM

Next Insurance was conceived in part because our founders, in their own prior business venture, found it unnecessarily difficult to obtain insurance that both suited their specific needs and was easy to understand. They saw that a change was necessary.

MISSION

Our mission is to help small business owners and self-employed professionals thrive. Our customers are business owners who've decided to pursue their passions and be their own bosses. We're using technology to help them find business insurance tailored to their unique needs, often at 30% less than other insurance companies, and support their customer journeys with world-class Insurance Advisors and Claims teams. We put our customers first, and that commitment shines through everything Next does.

What customer service goals was Next Insurance hoping to achieve?

Next takes pride in the phenomenal customer experience our Insurance Advisors provide, and we also recognize that we need to scale responsibly as a company to keep serving our growing customer base.

We wanted to increase self-service options for the more straightforward requests using a highly sophisticated automated service that would run 24/7, completing some requests end-to-end while sustaining our high customer satisfaction scores. This ultimately will free up time for our trained and licensed live agents to focus attention on where their unique skills can make the most impact. — Their deep understanding of the complexities in insurance, empathy, and kindness, can turnaround even the most stressful situations.

Why did Next Insurance decide to partner with Replicant to achieve these goals?

Of the companies we considered partnering with, Replicant was the one that most closely shared our vision for seamless and phenomenal automated support.

Using natural language processing and integrating with our internal system to actually address and **solve** requests, instead of just directing calls, Replicant offers flexibility that we simply didn't see in the competitors we spoke with. It layered on top of our existing support platform so our agents didn't require extensive retraining, and as a rapidly-growing startup ourselves, we know we have a partner that will continue to innovate and scale with us.

How has the experience been working with Replicant?

As a startup ourselves, we recognize that there are advantages and some challenges to partnering with another startup. As mentioned, the product is flexible, and the team has been, as well. This allows us the ability to test and optimize in ways that we wouldn't have been able to otherwise. We're excited to continue exploring new ways to leverage the Replicant platform and engage customers by adding in Visual IVR or using voice actors to further enhance the feel of a 'natural' conversation.

There are certain features and functionality that we'd love to have that haven't been built yet, but we're confident in Replicant's vision and priorities, and we know that the partnership and the product will only get stronger. The entire Replicant team has been wonderful to work with from the first intro call, and their commitment to our shared success, the level of service we have received, and their ability to help us find workarounds and solutions in the short term has really solidified the partnership.

What excites you most about the potential of AI at Next Insurance?

As an insurance company, we know a thing or two about industry stigmas. And right now, there are a lot of automated assistants out there that deliver a not-so-great customer experience.

Next Insurance is seizing on the opportunity to drive meaningful change in our industry; we know Replicant is well-positioned to do the same in theirs. Together, we have the tools to build a world-class support operation where insurance and virtual advisors provide concrete value and become a core part of the experience that leaves our customers amazed at its simplicity and transparency.



In choosing Replicant, we were looking for an automated solution that not only completes tasks end-to-end, but performs them so seamlessly that our customers leave feeling as delighted as if they'd spoken to one of our live agents. We're expecting our Virtual Advisor to take on more and more common user requests so that we can continue to provide the phenomenal service we pride ourselves on even as we rapidly scale!

- Natalie Cutler, Senior Operations Specialist

How will you envision the future of customer service with AI?