Flamingo Ai

Flamingo Ai Case Study

MAGGIE: Virtual Inquiry Assistant.

A Conversational Ai Product to help your customers and employees access information quickly.

Powering Human Capability

A Top 10 USA Insurer uses MAGGIE

Problem

Both the ratio of lead to quote and sales process abandonment rate was poor as customers had questions that could not be answered during the sales journey.

Solution

→ Deploy MAGGIE to assist customers with general and specific questions during the sales journey.

Results

After deploying MAGGIE, the insurer experienced immediate improvement in the ratios and statistics that had been impacting conversion. Also, they learned that 28% of leads ask questions, including at early stages of product education and after the quote is presented. They also learned that over half asked more than 1 question. This insight was pivotal in gaining deeper understanding of the customer need and how to better fulfil them throughout the journey.

Lead to quote rate increased	Lower abandonment
40% (from 12%)	25% of customers were saved from abandoning the quoting process by having MAGGIE answer questions.

Higher engagement	Questions were indexed
28% of users asked a question.	Client received valuable data around the most asked questions, grouped and indexed by intent.

For more information or a demonstration