

Nomination: 19953

Revolutionizing Customer Experience with Cutting-Edge Innovation

Page: General Information

Name of Organization / Company

Cathay Life Insurance

Logo

Download File (<https://asiasteveawards.secure-platform.com/file/32264/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMjI2NCwiYWxsY3dOb3RTaWduZWVRcmwiOiJGYWxzZSI6ImlnbmCathayCI--2013%E6%AD%A3%E5%BC%8F%E7%89%8801.png>)

Web Site Address

<https://www.cathaylife.com.tw/cathaylife/webStatics/official/english/index.htm> (<https://www.cathaylife.com.tw/cathaylife/webStatics/official/english/index.html>)

Page: Entry Information

Entry Title

Revolutionizing Customer Experience with Cutting-Edge Innovation

Category

J01 - J04 Award for Innovation in Customer Service > J03. Award for Most Innovative Contact Center of the Year > Financial Services Industries

Submission Format

An Essay of up to 625 Words

Essay

Established in 1962, Cathay Life is Taiwan's largest insurance company, insuring one-third of the population. The company consistently achieves a customer satisfaction rate of over 97% and serves more than 8 million customers with over 20 million valid contracts, making it the industry leader in both market share and reputation.

Cathay Life Insurance Intelligent Contact Center follows a "customer-centric" approach, constantly innovating to redefine intelligent customer service. Using AI, we provide real-time responses, personalized interactions, and efficient human-robot collaboration to improve service quality.

as follows: [REDACTED] Details are

1. Pioneering Virtual Counter Service: Accessing the App is Like Visiting a Service Center

Taiwan's life insurance industry launched the first-ever "one-stop remote insurance service" platform, the only innovation approved by the Financial Supervisory Commission and successfully piloted. Leveraging AI, it breaks traditional counter limitations by offering remote video services for transactions and contract modifications.

[REDACTED FOR PUBLICATION]

2. Seamless integration of personalized services and human-robot collaboration– ChatBot

Chatway Life is a pioneer in Chatbot technology in Taiwan's life insurance industry, offering interactive consultations, needs-based forecasting, personalized reminders, and guided conversational selling with seamless 24/7 service.

3. Seamless Human-Robot Collaboration: The "Intelligent Service Circle" – VoiceBot

To enhance remote service security and convenience, Cathay Life Insurance Intelligent Contact Center pioneered Automatic Speech Recognition (ASR) in the industry.

4.24/7 Protection and Efficient Service with Zero Waiting – Agent Assistant

The AI Assistant for customer service agents, or Agent Assistant(Artificial Intelligent Customer Service Platform), leverages AI to predict customer issues, providing intelligent alerts and service guidance for better process control.

[REDACTED FOR PUBLICATION]

5.AI-Assisted Voice Quality Inspection for Enhanced Service – Smart Quality Inspection

Cathay Life Insurance values customer rights protection and service quality. In 2024, it implemented omnichannel (Inbound, Outbound) Smart Quality Inspection, expanding quality inspection coverage to 100% through human-robot collaboration

Through real-time, convenient personalized services, we provide customers with a faster, more efficient experience, saving time and costs while improving service quality and accuracy. By strengthening risk management and fraud prevention, we ensure a safer service. Leveraging AI and new technologies, we drive innovation, prioritize customer rights, and deliver convenient, efficient, and precise insurance services.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[REDACTED]

[REDACTED FOR PUBLICATION]

[REDACTED]

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

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By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree