

AI-Driven Hyper-Personalized Customer Engagement Platform

Providing the customer with the most **Relevant Product**, at the **Right Time** by using the **Right Channels**

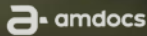


Introduction - Insurance

About Roojoom

- Established in 2013
- Offices in Tel-Aviv, Dallas and Paris
- Strong financial backing by leading Israeli Venture Capital
- Management team - veterans of large software vendors

Business partners, integrators and integrated deployments:

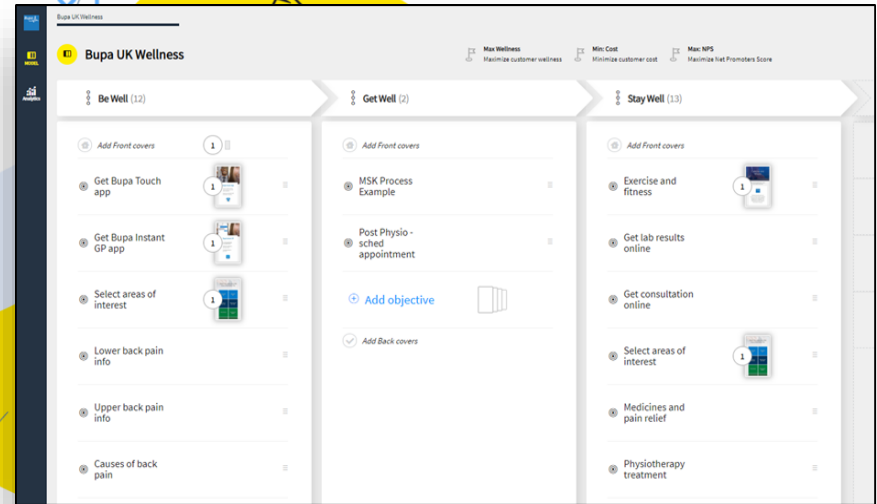


Trusted by:



Roojoom presents the next-generation of customer engagement and service platform

Roojoom's Personal Customer Journey platform is leveraging AI and ML to reinvent how insurance companies engage with each individual customer to offer the **Right Product**, at the **Right Time** by using the **Right Channels** for optimal impact on business KPIs



Roojoom main modules

- Customer Journey Model (CJM) – Journey design
- Personal AI engine – Logic execution
- BI analytics dashboard
- AI driven smart conversation for sales and service representatives



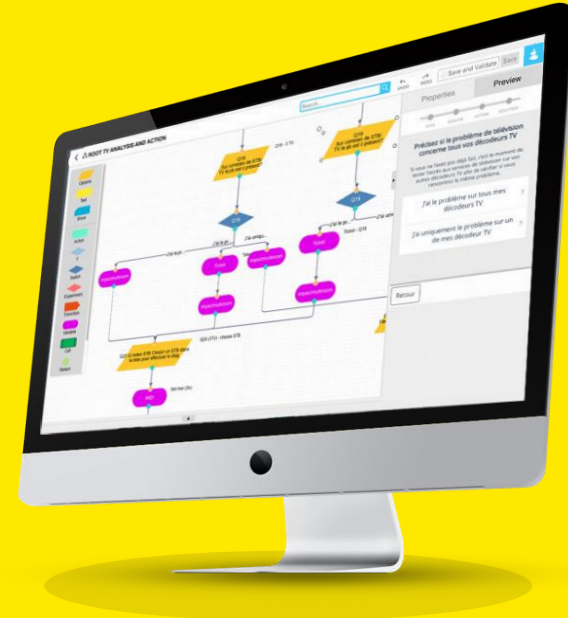
Sales and Service Reps Journeys

AI driven smart conversation for improving sales and service representatives performance

- ✓ **Increase product sales**
- ✓ **Improve customer satisfaction**
- ✓ **Reduce problem handling time**
- ✓ **Improve representative Knowledge and professionalism**
- ✓ **Customer response uniformity**

Example for use cases

- Policy renewal
- Onboarding New policy
- Upsell / Cross sell
- Appraiser process
- Collection process
- Claim process
- IoT device setup and troubleshoot



67.7%
FTR (First Time Resolution)



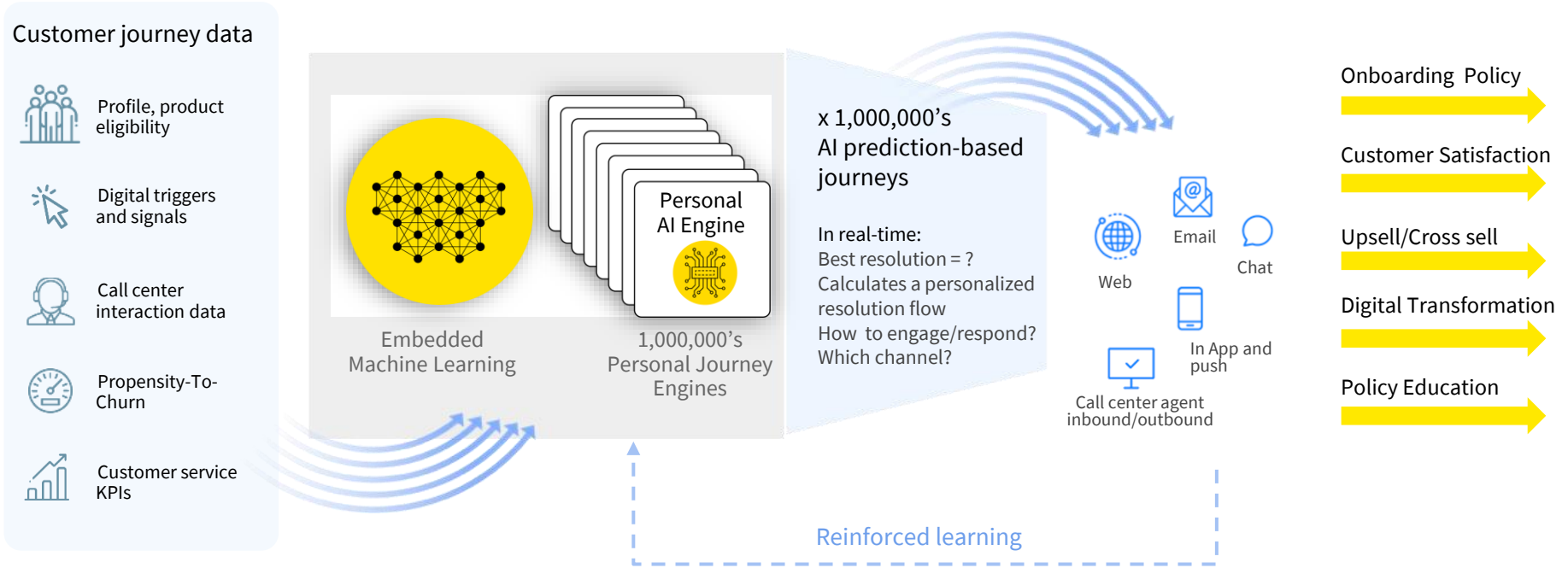
+7.6%
NPS lift



+258%
Digital adoption rate lift

How Does It Work?

Roojoom platform invokes an AI-driven personal journey engine for each customer. Millions of AI engines are predicting the impact of many engagement elements on business goals such as Loyalty, Spend, Satisfaction and Care costs and drive personal journeys across channels



Use Case:

Follow up engagement after call with service representative

Journey:

Follow-up engagement for 'car + home' bundle

Duration:

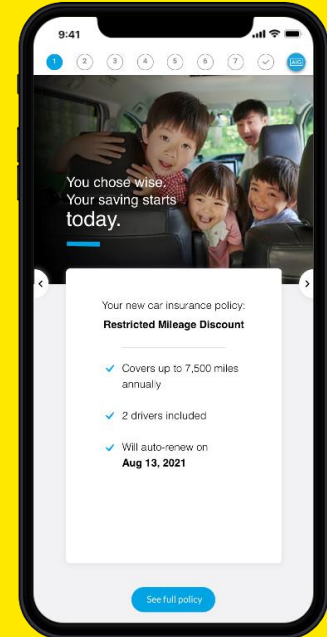
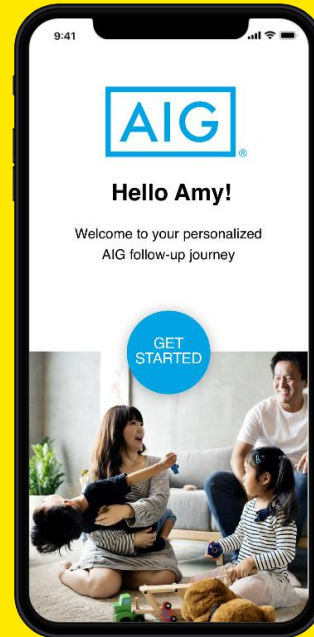
14 days

- ✓ Welcome
- ✓ Policy Confirmation- Car insurance
- ✓ Cross sell: Car + Home Bundle offer
- ✓ Upsell: Liability Insurance
- ✓ Home safety tips
- ✓ AIG App download
- ✓ Satisfaction Survey
- ✓ 'Refer a friend' program



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Follow-up Engagement



Thank You



www.roojoom.com

