

AI-driven Hyper-personalized Customer Engagement Platform

Engage customers with the right product offer, at the right time using the best communication channel.

Roojoom's Personal Customer Journey platform leverages AI to reinvent how insurance companies engage with each individual customer with the right product offer, or issue resolution, by combining AI smart dialogues for optimal impact on business KPIs.



Main platform functions:



AI predictions
for optimized product offers or issue resolution

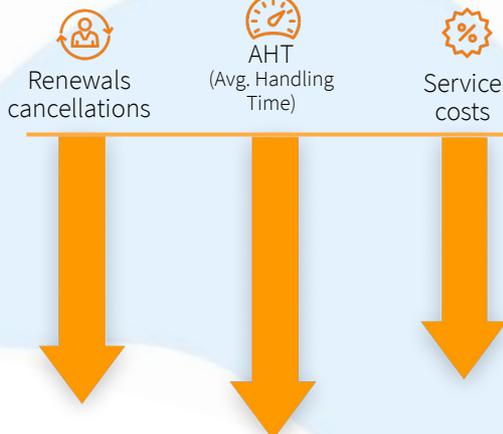


AI-driven smart dialogues
for sales reps or self-service channels, managed centrally and continuously across channels



E2E journey orchestration
persistent over time until sale is completed or resolution is reached

Benefits: Insurers, MGAs, Brokers



Example Use Cases:


Customer policy onboarding


Upsell/cross sell offers


Claim process


Collection process


Digital service education & utilization



Increase Customer's Trust

Through hyper-personalization and utmost relevance, leveraging AI-driven customer engagements



Win Greater Customer Value

Gain control over customer journeys for long-term optimized customer value with cross-sell, up-sell, policy renewals and customer retention personalized journeys



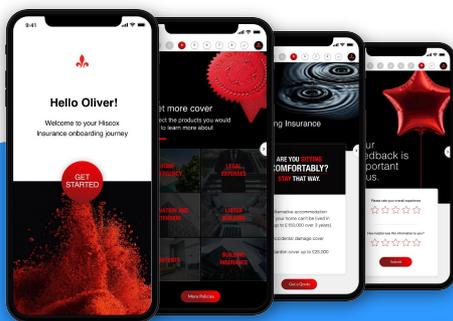
Engage Customers Proactively

Move from passive customer communication to adding proactive outreach capabilities across channels, meeting customers attention where it's most convenient to them



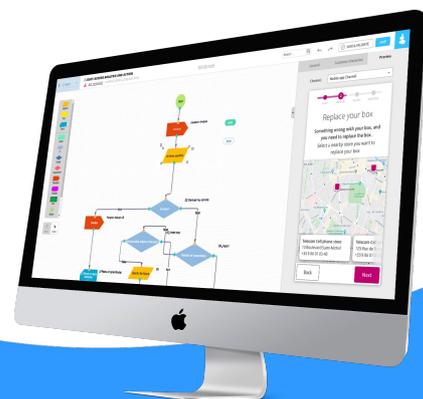
Enhance Sales & Service Journeys

AI-driven smart dialogues for improving sales and service reps' performance, leading to a more accurate and fitted sales process with high success rates



New Policy Onboarding

Welcome new users and send policy info for confirmation, have personal AI engines engage customers with most impactful messaging and calls to action selected from a long list of potential objectives as: e-service and app download, brand info, upsell and cross sell, social advocacy and more.



Claim Process

Walk policyholders through their claim process with personal AI engines that drive self-service or assisted flows. Leverage Roojoom's smart dialogue capabilities towards a personal, fitted sales and/or resolution process.