

# TMNF's secret to delighting customers: Tokio



TOKIO MARINE

TMNF is one of the oldest and largest non-life Insurance companies across the globe

## Goal

Building an omnichannel presence by attending user queries from different messaging platforms.

## Challenges

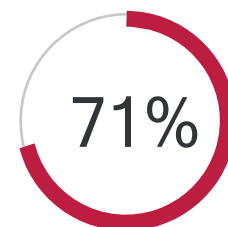
TMNF needed a solution to reduce customer wait times and attend to customer queries coming from multiple channels.



## Outcomes

### | Answer incoming queries 24/7

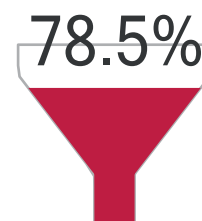
The bot provides quotes, renews a policy, reviews claim status, and answers FAQs round the clock.



Queries that were answered by the bot

### | Shorten the sales cycles

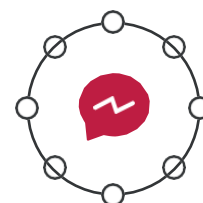
The bot fetches user information, effectively working as a stream for lead generation. When new users land on TMNF, the bot generates a quote in real-time and allows users to register directly.



Visitors converted to MQLs

### | Omnichannel Engagement

Our omnichannel feature allows the deployment of the same bot across 14 channels. TMNF deployed their chatbot Tokio on their website, WhatsApp, and Facebook Messenger.



48% users preferred FB messenger over website

“ In only a span of a few weeks, WhatsApp Platform has helped us in saving a lot of time and efforts as 71% queries are handled by the bot. TMNF is now present on multiple channels with the bot helping us in driving conversion. ”

