



PSG COLLEGE OF ARTS & SCIENCE



An Autonomous College- Affiliated to Bharathiar University
Accredited with A++ Grade by NAAC (4th Cycle)
College with Potential Excellence (Status Awarded by the UGC)
Star College Status Awarded by DBT -MST
An ISO 9001:2015 Certified Institution
Coimbatore - 641014

14 March, 2025

INTERNATIONAL CONFERENCE PROCEEDINGS ON INSURE TECH INNOVATIONS: IMPACT OF AI AND DIGITALIZATION ON GLOBAL TRADE INSURANCE

Organised by
DEPARTMENT OF COMMERCE (FOREIGN TRADE)



In Association with
Insurance Institute of India, Mumbai
&
Coimbatore Insurance Institute



भारतीय बीमा संस्थान
**INSURANCE
INSTITUTE OF
INDIA**

CHATBOTS

C- Conversational
H- Human-like
A- Artificial
T- Technology

Editors
Dr. B. Saranya
Dr. V. Santhosh



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**Dr.B.Saranya
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**A STUDY ON AI CHATBOTS FOR INSURANCE TRANSFORMING CUSTOMER
SERVICE**

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ABSTRACT

The integration of AI-powered chatbots in the insurance industry is transforming customer service by improving efficiency, reducing response times, and streamlining insurance processes. These intelligent virtual assistants leverage artificial intelligence, natural language processing, and machine learning to assist customers with policy inquiries, claims processing, and issue resolution. This study aims to assess the impact of AI chatbots on response time, workload reduction, and overall service efficiency in the insurance sector. Through surveys and statistical analysis, the research evaluates customer satisfaction, the effectiveness of chatbots in automating routine tasks, and potential challenges faced in their implementation. The findings highlight the benefits of AI chatbots in enhancing accessibility, minimizing human intervention, and improving customer experience while also identifying limitations such as chatbot accuracy and handling complex queries. The study concludes with recommendations for optimizing chatbot performance to further enhance customer service in the insurance industry.

Keywords: AI chatbots, customer service, insurance industry, response time, workload reduction, claims processing, policy inquiries, artificial intelligence, machine learning, chatbot efficiency.

INTRODUCTION

AI chatbots are revolutionizing customer service in the insurance industry by enhancing efficiency, accessibility, and personalization. These intelligent virtual assistants streamline processes such as policy inquiries, claims processing, and customer support, providing quick and accurate responses 24/7. By leveraging natural language processing and machine learning, AI chatbots can understand customer queries, offer tailored recommendations, and automate routine tasks, reducing wait times and operational costs. As a result, insurers can deliver a seamless and customer-centric experience while improving overall efficiency and satisfaction.

OBJECTIVES OF THE STUDY

- To Assess how AI-powered chatbots improve response times, reduce workload, and streamline insurance processes.