



## Company Snapshot Spixii



### SPIXII SUMMARY

“Spixii is a technology company providing customer-facing automated insurance solutions. With its conversational process automation (CPA) platform, Spixii enables insurance companies to be more resilient and performant with end-to-end automation while providing their customers with superior experience as well as keeping the personal touch with well-designed conversations.

“Spixii claims solutions include an insurance focussed chatbot which works 24/7 to streamline the claims process from notification to settlement. Our clients can scale operations and, at the same time, improve customer satisfaction.”

### KEY METRICS (END 2019)

Product: **Conversational Process Automation (CPA) Platform**

Founded in: **2016**

Headquartered: **London**

Funding: **Self-funded since 2017**

UK Clients portfolio: **Allianz, BNP, Bupa, Post Office, Zurich**

### ALTUS REVIEW

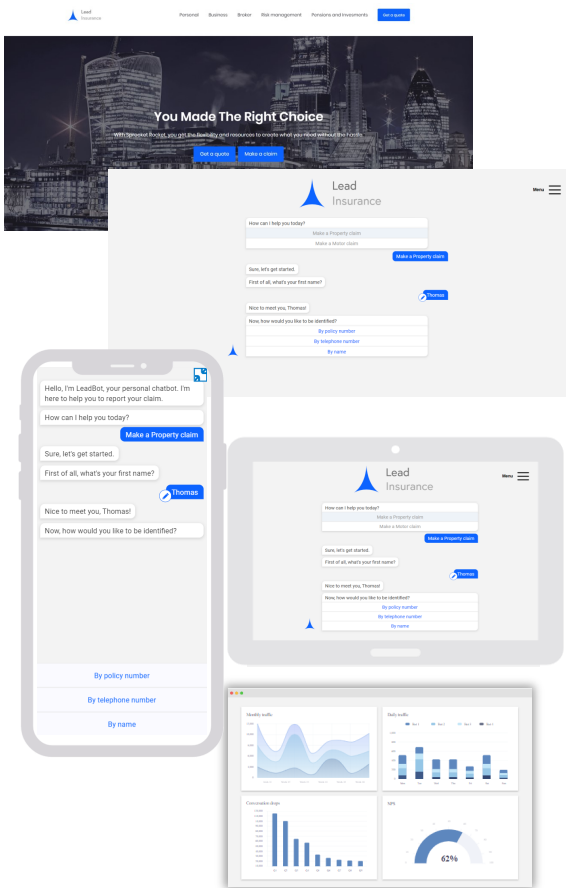
One-to-one conversations between customers and businesses, create trust, but can be challenging to scale efficiently and effectively. Even with technology such as live webchat, a saturation point can be reached as there are limits on the numbers of simultaneous conversations. To tackle this industry problem, Spixii have built technology assets and processes aimed at improving service efficiency and customer experience whilst helping clients to iteratively improve processes across distribution, customer service and claims.

The Spixii platform combines insurance industry focussed chatbots, robust and secure integration with back-end insurance systems, advanced analytics and business insights. Beneath these are a number of additional solutions including data analysis and conversation design.

The chatbot can be deployed in any part of the customer journey where there is a desire to interact digitally with a customer for Sales, Service or Claims. Using its integration capability, it can take information from the customer and transform it ready for underlying systems to process. This is extended to include the capability to upload information relevant to the conversation such as photo or video evidence supporting a claim, an area they have seen particular success with clients.

A key area of the overall proposition is the ability to make iterative improvements to the chatbot using the behavioural information and analytics that are captured.

Furthermore, compliance with insurance standards and regulation is core to Spixii’s technology, which is certified ISO/IEC 27001:2017.



# Altus Capability Mapping: Spixii

The **Altus Capability Model** enables organisations to define what they do using a common language and understanding of the make-up of an end-to-end Insurance business.

Using the **Altus Insurance Capability Framework**, we have mapped **Spixii** to our GI reference model, across 1,200 capabilities. The diagram below summarises where Spixii's technology enables the core GI business capabilities.

Additional lower level capability mapping has been captured in our PEAK platform, detailing the activities that the technology enables, and is available on request.

"Spixii CPA platform translates insurance processes into natural and personal conversations with the end users. Altus Insurance Capability Framework offers a clear map from the top of the organisation down to the business functions and insurance processes. It give a structured approach to identify clearly where Spixii insurance solutions can deliver significant impact."

**Renaud Million, CEO, Spixii**



The Chatbot is a front-end channel for customer experience and can be used for interactions at all stages of a customer journey

Spixii's Chatbot can be configured and integrated into Policy Admin systems to capture data from a customer

Using the Chatbot, insurers have built FNOL functionality with photo and video upload



Quotes can be distributed to customers through the Chatbot

Customers can provide preferred communication channels which can be passed to Marketing teams

Spixii's integrations enable improvements and efficiencies to business processes

Information from the Chatbot can be used in the investigation of claims

Spixii's core offering is a Chatbot to communicate with Customers

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