

Modernizing Client Experience & Compliance with AI-Powered Communication

In insurance, delivering an exceptional client experience often creates friction with strict regulatory requirements. AI-powered modern communication solves this tension by embedding intelligence directly into historically off-channel messaging channels. By automating routine workflows, accelerating response times, and capturing complete audit trails within a unified chat environment, insurers can elevate client engagement without compromising data security or compliance.



Symphony chief operating officer Michael Lynch sees the sector as an interesting proposition for AI adoption. The technology can not only help insurers improve their data management, allowing them to distil large quantities of data to improve decision-making, but it can also help to improve the customer communications side of the business.

Insurance is a relationship business. The ability to provide clients with better, more personal experiences is essential in retaining them as customers, an issue that is increasingly important as the sector transitions into a soft market. Through AI tools, like those offered by Symphony, insurers can connect their data with customer communications. Lynch said, "I think that's a really exciting marriage that presents real opportunities for kind of AI innovation as a segment."

Improving communications and keeping pace with the changing expectations of customers is going to be a growing priority for insurers in the coming years. Lynch noted that a lot of customers today are used to a world where they mailed or faxed information to insurers, but the world

moved to email and now to portals. Customer expectations are continuing to change.

"What you're seeing as customers for insurance become younger, they're expecting to be able to just text their broker. They want to be able to manage communication in a much more modern, effective, and real-time way. The firms that embrace that are the ones that are winning."

Opening up new growth opportunities

When new communication channels grow in popularity, many insurers look to embrace them. While this is needed to ensure clients remain happy, it means data can become fragmented across various channels, whether that is physical documents, emails, call logs, messaging apps or somewhere else.

The obvious big impact this creates is on the quality of decision-making. If a client's interactions are spread across isolated systems, agents are unlikely to have a full picture of the customer and their needs. However, the disconnected communication systems also pose a regulatory risk - both related to data connectivity but also the patchwork of local and regional regulations global firms must manage. Insurers are mandated to keep records of all outgoing communications and when they are reliant on legacy platforms, they might switch to personal devices or texting to support the customer. This route limits agents' access to data and intelligence that would enable better policy decisions, and inhibits firms' ability to easily meet their regulatory obligations.

Speed is another benefit that comes from embracing modern communication channels. Years ago, people would have checked their emails more frequently, but times have changed and people are checking their phones much more frequently. Moving to mobile-native messaging apps can increase response times from customers, he said.

Symphony is helping insurers transform their communications in a secure and compliant way. The AI-powered platform provides a series of interconnected platforms designed to help insurers engage with clients how and where they want.

Lynch said, "Our solution allows insurance agents to use WhatsApp, WeChat, SMS, LINE, to be able to communicate with their end customers. Not only to make their end customers more satisfied with that product, but also to help them fulfil their data strategy. This is really important and what's going to set firms apart."

He noted that insurers initially came to Symphony to allow their agents and brokers to compliantly communicate with customers through modern channels, like messaging apps. Once they were capturing the conversations, they wanted to go further and bring them into their centralised CRM systems to create actionable intelligence by connecting conversation data with policy information.

"It has a powerful flywheel effect of connecting compliant communications with data intelligence and with agentic workflows, all running in this really dynamic ecosystem."

The latest evolution of its offering uses AI to feed this information back to agents while they are talking to customers. "They can have a co-pilot that's helping them to have the best possible conversation and hitting on the most important policy points."

While AI seems infallible at times, it is far from it. As such, insurers need to be sure they can trust the tool. This is something Symphony helps its clients achieve by capturing everything that happens. This includes the conversation's chat history, but it will also build an audit trail of the AI, including its prompt and the reasoning. "That answer gives the compliance team and information security team full auditability on how that interaction got to where it got to, versus just having the end result."

Auditing is not the only way to build trust; safeguards against compliance breaches are another. Lynch described Symphony as the control plane for communication and identity. As an example, he noted that a regulated organisation might have info barriers, where some parts of the business might be allowed to access data that others are not. Symphony can establish barriers to ensure information is not accidentally sent to someone, whether internally or externally, that should not have access to it. This even works for messaging within platforms like WhatsApp. If an agent wants to send a document to a client that is flagged for internal use only, Symphony can prevent it from being sent.

Self-service is another growing customer demand, and a compliant tool that works with messaging apps can provide a powerful capability. Lynch noted Symphony helps insurers to deploy AI agents into WhatsApp conversations with policyholders, where they can ask basic questions. If they need more specialised support, a human can then jump in. "It is a way to allow your customers to self-service and get the information they want but then escalate into that kind of more white glove experience when they need it."

The future of communication within insurance

AI is moving at such a rapid pace that predicting the next five years is impossible. Go back five years and ChatGPT had not yet been launched to the public. Yet, while the extent of its

capabilities and reach might be hard to anticipate, there are some likely scenarios that could come to fruition.

Insurance communications in the coming years, according to Lynch, will be defined by fluidity and intelligence. Today, many insurance relationships have minimal touchpoints. The insurer will help bind a policy and might have occasional periodic interactions, or there may simply be no engagement until renewal. This is going to change.

“

"What you can start to see is an ongoing, low-touch interaction that helps evolve that engagement and relationship such that it's not just a set it, forget it, renew it, and then if there's an issue, spike up. You start to see a much different kind of relationship that's driven by fluid interactions and insightful data."

With AI becoming embedded into these conversations, Lynch is confident the future of communications will see customers and insurers build a stronger relationship that is beyond the simple transactional relationship that dominates today.

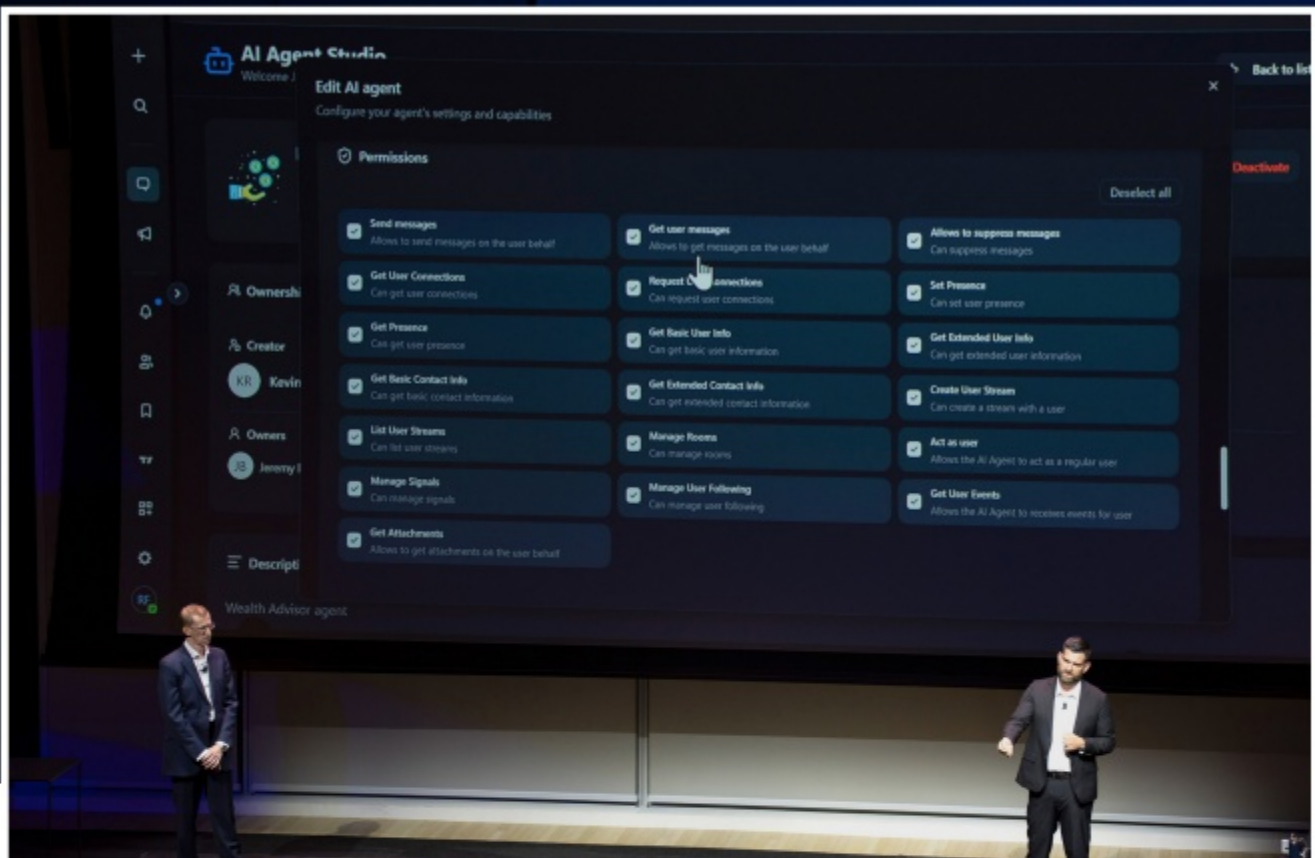
As agentic AI becomes embedded into these conversations, it will bring a variety of opportunities. For instance, AI agents will be able to automatically answer some questions clients have, with greater intelligence and speed than simple chatbot functions. They could also help insurers to offer 24/7 support. If a client needs support outside of office hours, the tool can handle some of the work and pass over to a human, if needed.

Symphony sees itself as a perfect partner to help companies reach this goal. With roots in financial markets and experience supporting heavily regulated banks, asset managers and hedge funds, Symphony has compliance and security at its core and has done for over a decade. This is a major boon for insurers looking to let their agents engage with various modern communication methods, ensuring everything remains connected and compliant. Adding Symphony's agentic AI capabilities on top helps to create a powerful tool to revolutionise communication. Lynch concluded, "It creates a really exciting partnership of security, compliance, connectivity, and AI."●

SYMPHONY AI STUDIO

Build, scale and govern AI agents in financial workflows

Symphony's AI Studio empowers insurance firms to build, deploy and scale AI agents with control and governance.



Watch the demo to see how our modular AI infrastructure offers flexible solutions to support your existing AI investments.



symphony.com

