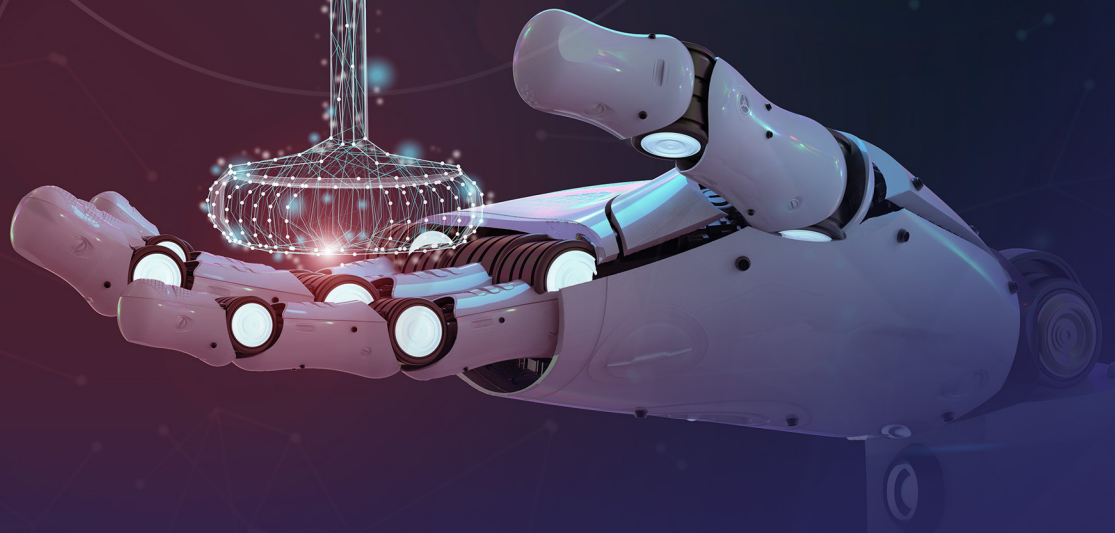


# Legal Insights, AI-Powered Service

*A Success Story*





## Client Overview

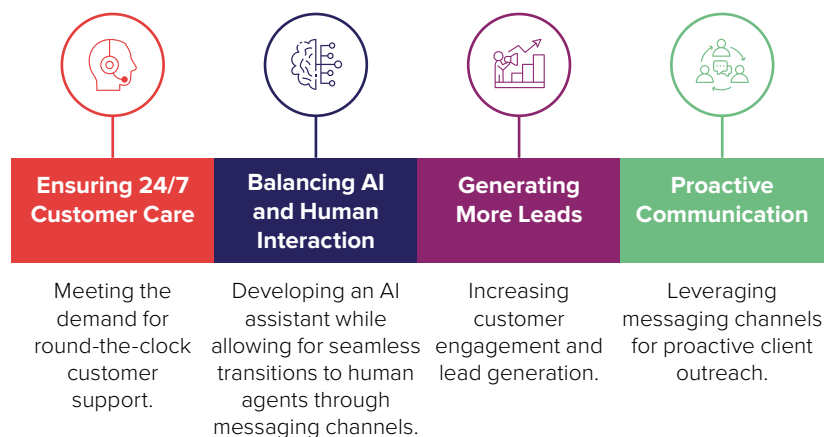
Based in the vibrant city of Johannesburg, South Africa, our client is one of the foremost names in the insurance industry, specializing in legal insurance services. As one of the largest legal insurance providers in South Africa, their commitment to excellence in customer service and innovation has propelled them to the forefront of the insurance landscape. In May 2020, this industry leader embarked on a transformative project to redefine customer interactions, embracing cutting-edge technology to provide unparalleled support to its valued clientele. This case study delves into their remarkable journey, showcasing how they harnessed the power of AI to revolutionize customer service and set new standards within the insurance sector.

## Situation Analysis/ Background

In May 2020, one of South Africa's largest legal insurance providers embarked on a transformative journey to enhance their customer service capabilities. Their goal was to create an always-on AI assistant that would enable clients to log customer service requests through WhatsApp. However, they also recognized the importance of providing customers with the option to connect with human agents when needed.

## Key Challenges

The client faced several challenges in their quest to revolutionize customer service:



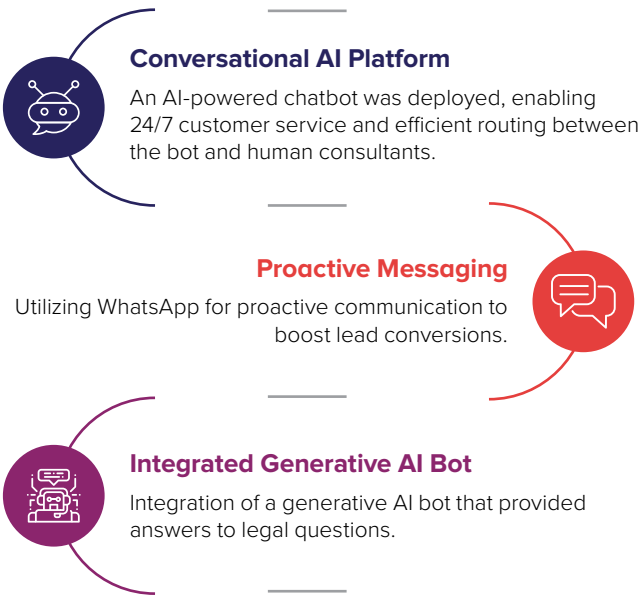
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Legal&Tax's implementation of WhatsApp messaging through LivePerson has transformed our customer service, providing seamless transitions between human agents and bot assistance and improving agent efficiency by 3x.

**Darren Cohen**  
General Manager at Legal&Tax

## Solution Provided

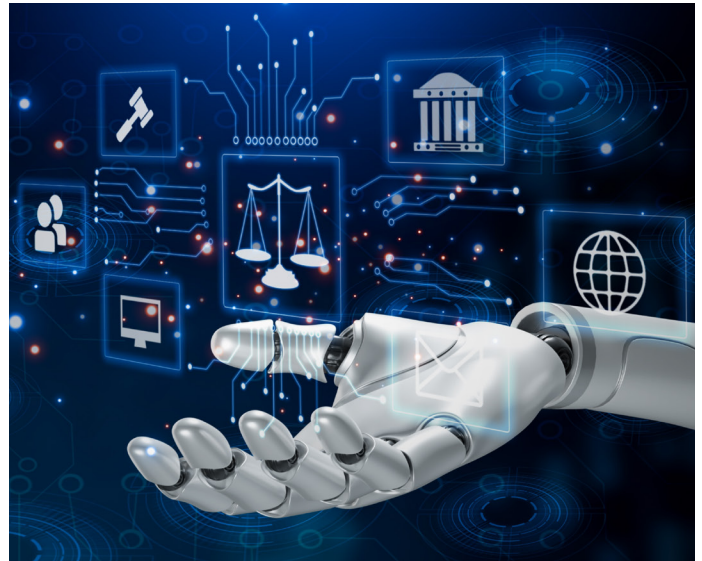
To address these challenges, a comprehensive solution was implemented:



“

LivePerson is a key to our 24/7 customer service success, allowing clients to get help for professional legal, tax, and debt issues with ease and through the conversation medium of their choice — bot or live agent or both.

**Darren Cohen**  
General Manager at Legal&Tax



## Results Achieved

The implemented solution yielded remarkable results:

- 24/7 Customer Service**  
The AI business assistant now offers continuous support to customers.
- Agent Efficiency**  
Customer care agent efficiency increased by an impressive 300%.
- Seamless Conversations**  
Smooth transitions between bot-to-human and human-to-human interactions in WhatsApp and FB Messenger.
- Enhanced Conversions**  
Improved customer engagement led to increased conversions.
- AI Lawyer Lead Generation**  
The generative AI bot, AI Lawyer, generated 8,000 leads within the first three weeks after launch.

Contact us to discover how we can achieve similar results for your organisation:  
[hello@isonxperiences.com](mailto:hello@isonxperiences.com)



At iSON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit [www.isonxperiences.com](http://www.isonxperiences.com)