GenerativeAgent®

ASAPP

GenerativeAgent® for insurance

Automate complex, high-volume interactions without compromising compliance or policy holder trust.

Insurers face complex customer expectations, state-by-state variability, and legacy systems. ASAPP's GenerativeAgent is purpose-built to handle that complexity with compliance and care—delivering efficient, accurate, and satisfying service across voice and chat.

What GenerativeAgent can do for insurance companies

From billing to claims and policy servicing, GenerativeAgent helps policyholders get answers fast—while freeing up your customer service team for high-touch interactions.

Claims & coverage

- File a new claim
- Check claim status or inspection updates
- Clarify coverage and compare policy options
- Request payouts, refunds, or payment support
- Resolve disputes around claims or payments

Policy serving

- Add/remove drivers or household members
- Modify, cancel, or reinstate a policy
- Request discounts or pricing adjustments
- Inquire about billing or account status

Intelligent routing & triage

- Identify appropriate systems across fragmented PAS environments
- Route complex scenarios to the right human rep with full context
- Support human-in-the-loop resolution for underwriting or premium adjustments

Example

A policyholder calls to update a driver on their auto policy. GenerativeAgent identifies the correct system based on policy ID, executes multiple API calls required to fulfill state-specific logic, and escalates to a licensed rep only when a manual approval is needed.

Why it works for insurance

- Handles regulatory complexity: Built to operate safely across products, states, and legacy systems.
- Designed for scale: Reduces hold times and shortens calls with 24/7 service that flexes with volume.
- Enhances agent productivity: Gathers customer data, summarizes requests, and routes to the right CSR.
- Eases IT burden: Uses existing APIs as-is, with minimal configuration or redevelopment required.
- Knows when to escalate: Builds trust with policyholders by seamlessly involving licensed professionals at the right moments.

Trusted by leading insurers

Insurers are using GenerativeAgent to safely automate service, eliminate wait times, and deliver high-quality, low-effort, compliant experiences—without heavy lifting for IT teams.

"ASAPP's there every step of the way…It's not just holding our hand. It's getting us to the finish line and then staying with us."

James Dill

Digital & AI Transformation Specialist, Assurant

During the webinar, "From AI-enabled to AI agents: a strategic on-ramp for your contact center"

Take the next step

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Take a product tour:
https://www.asapp.com/product-tours

Talk to GenerativeAgent:
https://www.asapp.com/talk-to-genagent

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Our flagship product, GenerativeAgent®, is a platform built from the ground up to handle complex, multi-turn conversations with enterprise-grade performance, safety, and control. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers.