

Agentic CX for Insurance

Resolve claims faster. Every decision explainable.

CXP runs insurance customer service end to end, resolving claims, policy servicing, and billing questions at scale while maintaining the guardrails insurers require.

It uses agentic AI to coordinate across policy administration, claims, billing, CRM, and knowledge systems to complete work. IVRs and chatbots weren't built for this.



Agentic CX built for P&C insurance

Orchestration across legacy systems



CXP coordinates the systems, human agents, and AI involved in each interaction so work actually gets completed.

Reliable governance in a regulated industry



- ✓ Enforced policy and state-specific guardrails
- ✓ Mandatory disclosures delivered verbatim
- ✓ Configurable permissions for licensed actions
- ✓ Real-time monitoring and automated logging of AI behavior and decisions

Designed for human collaboration



When licensed judgment is required, CXP brings a specialist into the interaction with full context. Customers never start over while human expertise guides AI through the interaction without disrupting the experience.

Full observability & auditability



Every interaction is recorded step by step, providing the transparency required for regulatory reviews, QA, and risk mitigation.

A personal AI agent for every policyholder

Each policyholder gets an AI agent that remembers their policies, claims, billing history, and prior conversations — delivering hyper-personalized, emotionally intelligent support at scale, 24/7.

\$4.1MM

average annual
savings

13.2

return on
investment

57%

avg. containment
rate (3x increase)

89%

customer
satisfaction



We're able to be proactive, not reactive...And, we've been able to leverage it not only to increase our customer experience, but also improve our employee experiences because when customers ultimately get to our agents, they know what the problem that they're trying to solve is.

— Digital & AI Transformation
Specialist, Fortune 500
Insurance Company

High-value insurance workflows resolved end-to-end



First Notice of Loss (FNOL)

Guides policyholders through claims intake, collects incident details, pre-fills forms, and pushes data into claims systems.



Billing inquiries & rate investigations

Authenticates customers, retrieves billing history, explains premium changes, and resolves disputes without hold times.



Real-time policy modifications

Executes endorsements directly in legacy systems. When a licensed action is required, AI transfers full context to the right expert.



Coverage guidance & retention

Answers nuanced coverage questions using real-time policy data, detects churn risk, and routes high-risk cancellations to retention specialists.



ID&V and document collection

Performs secure multi-factor verification, collects and validates documentation, and prevents downstream processing delays.

About ASAPP

ASAPP is the agentic Customer Experience Platform (CXP) purpose-built for enterprise customer service. CXP orchestrates AI agents, human expertise, and enterprise systems to resolve customer issues faster and more accurately across voice and digital channels.

At the core of the platform is GenerativeAgent®, created to autonomously listen, reason, act, and improve through interaction intelligence. Enterprise service teams use ASAPP to run their operations with measurable outcomes, governance, and production-scale reliability.

Take the next step

Book a demo of ASAPP's CXP
www.asapp.com/get-started
hello@asapp.com
+1 (646) 386-8639

Learn more at
www.asapp.com/cxp



Trusted by

