Modernising the Quote to Buy Journey in the Insurance Industry.

14 Days to 14 Minutes With Conversational AI & Intelligent Document Processing.

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Delivering Success

Dolmen Insurance Brokers Transformation
With Cation Consulting
& Data By Verisk

- Streamline Quote To Buy
- Reduce Customers Friction
- Gather & Process Customer Data In Real Time

Through The Application Of Conversational AI
Combined With Intelligent Document Processing

Dolmen Insurance Brokers

Personal & Business Broker Setup in 1998

Committed to always delivering the best insurance coverage and competitive prices to our clients

Provide A Range of Insurance Lines including Campervan, Commercial, Farm, Motor Trade, Life & Pension

The Challenge With Campervan Insurance

Campervans Can Be Bespoke Vehicles

Cover Can Be Complex

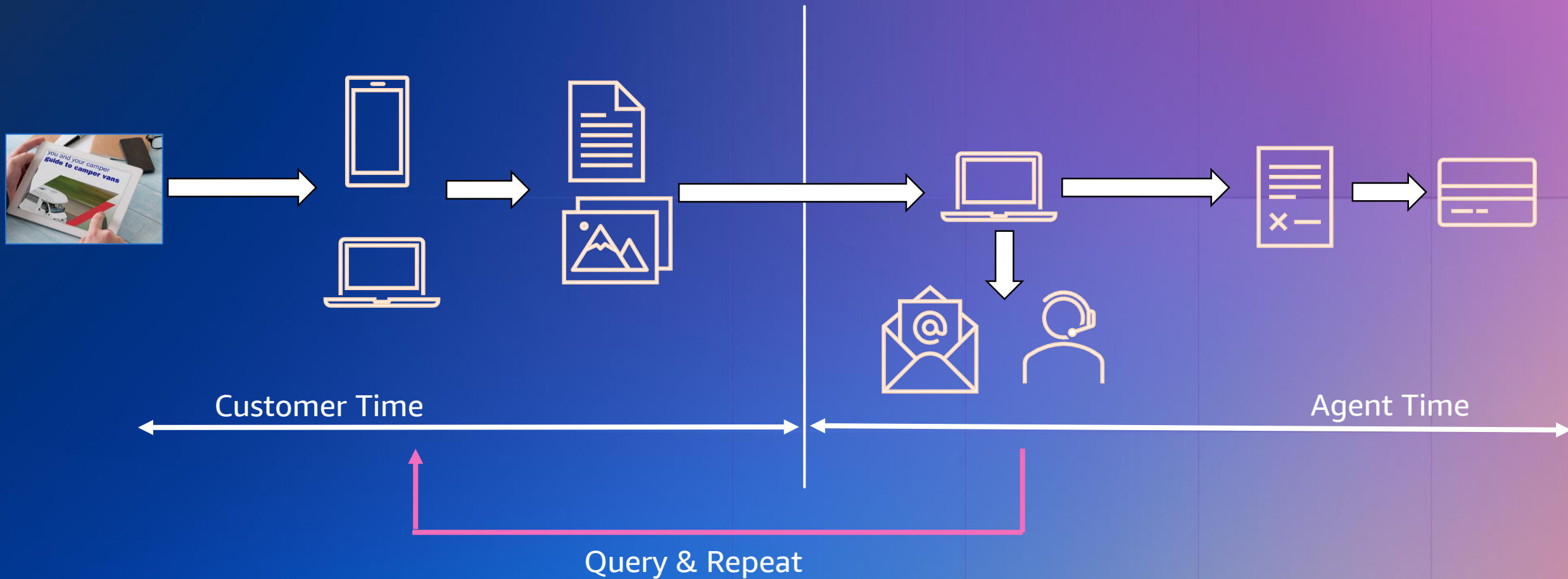Photos, Evidence Of Vehicle Conversion & Supporting Certificates

Time Consuming, Multi Step Journey For Customers

High Utilization of Agent Time

How To Offer The Best Service & Price To Our Customers

Quote To Buy Journey

Customer Time

Agent Time

Query & Repeat

The Vision

A Simple Customer Journey

Multi Step

Multiple Form Factors

Evolve Around The Customer

Streamline Back Office Practices

A New Journey
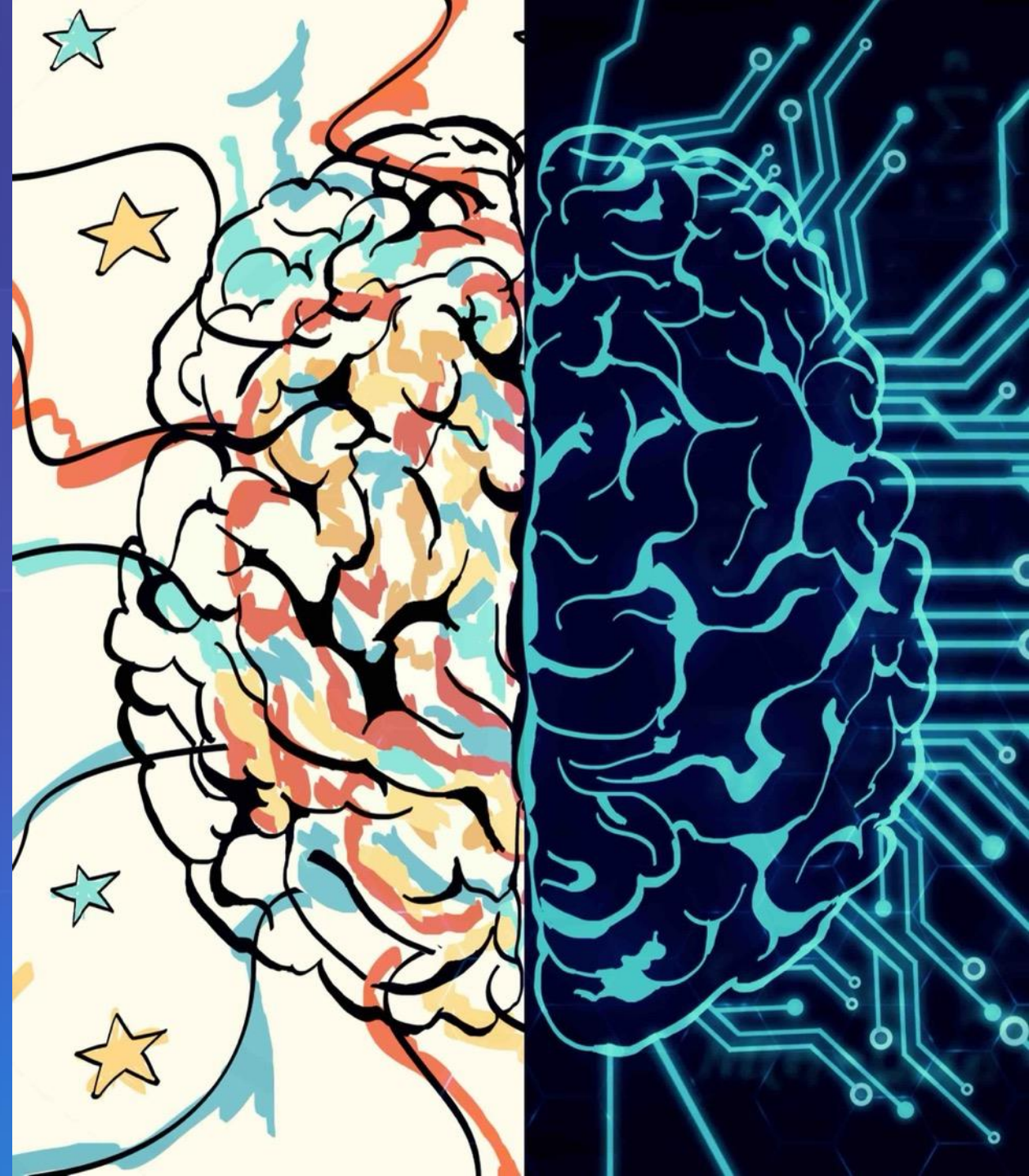

Customer Self Service

Agent Time
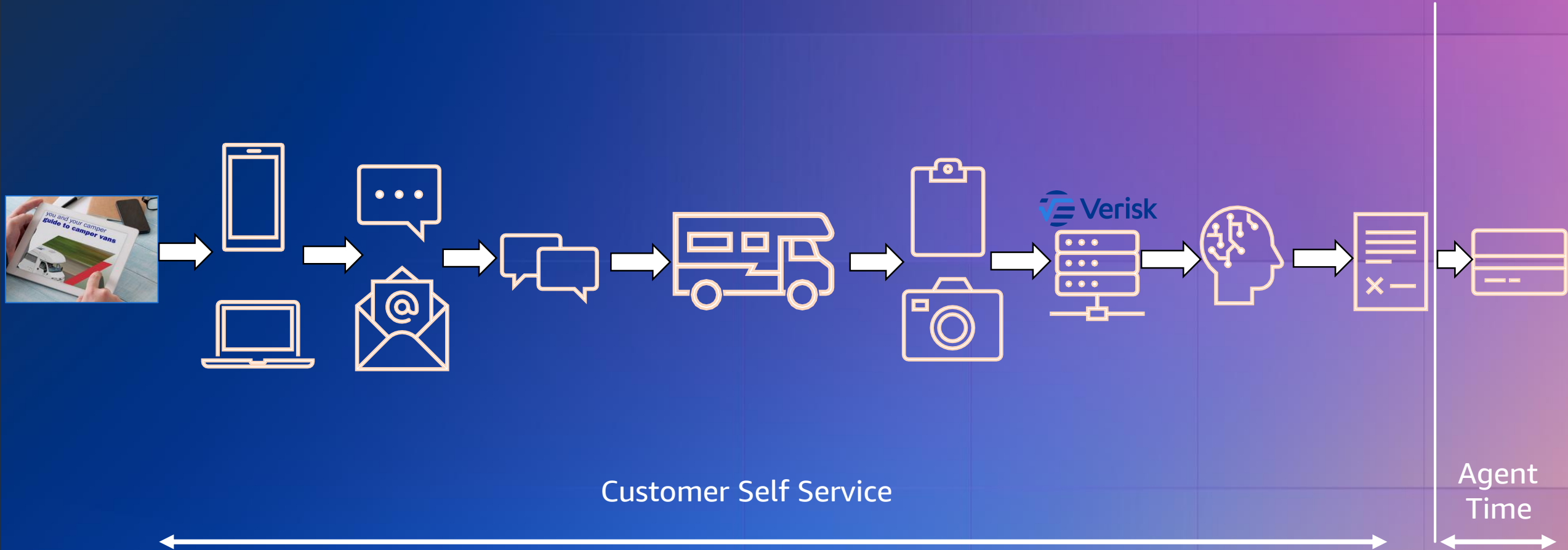
Conversational AI

The Power Of Conversational AI
- Personalised
- Dynamic
- Flexibility
- Engaging
- Expansive

Amazon Lex

Intelligent Document Processing

Bringing Realtime Intelligence To Time Sensitive Processes

- Discover Key Data

- Perform Untrained Queries

- Insurance Documents

- Transport Certificates

Amazon Textract

Amazon Comprehend

Requirements & Delivery

The Challenge

- 8 Weeks From Concept To Live

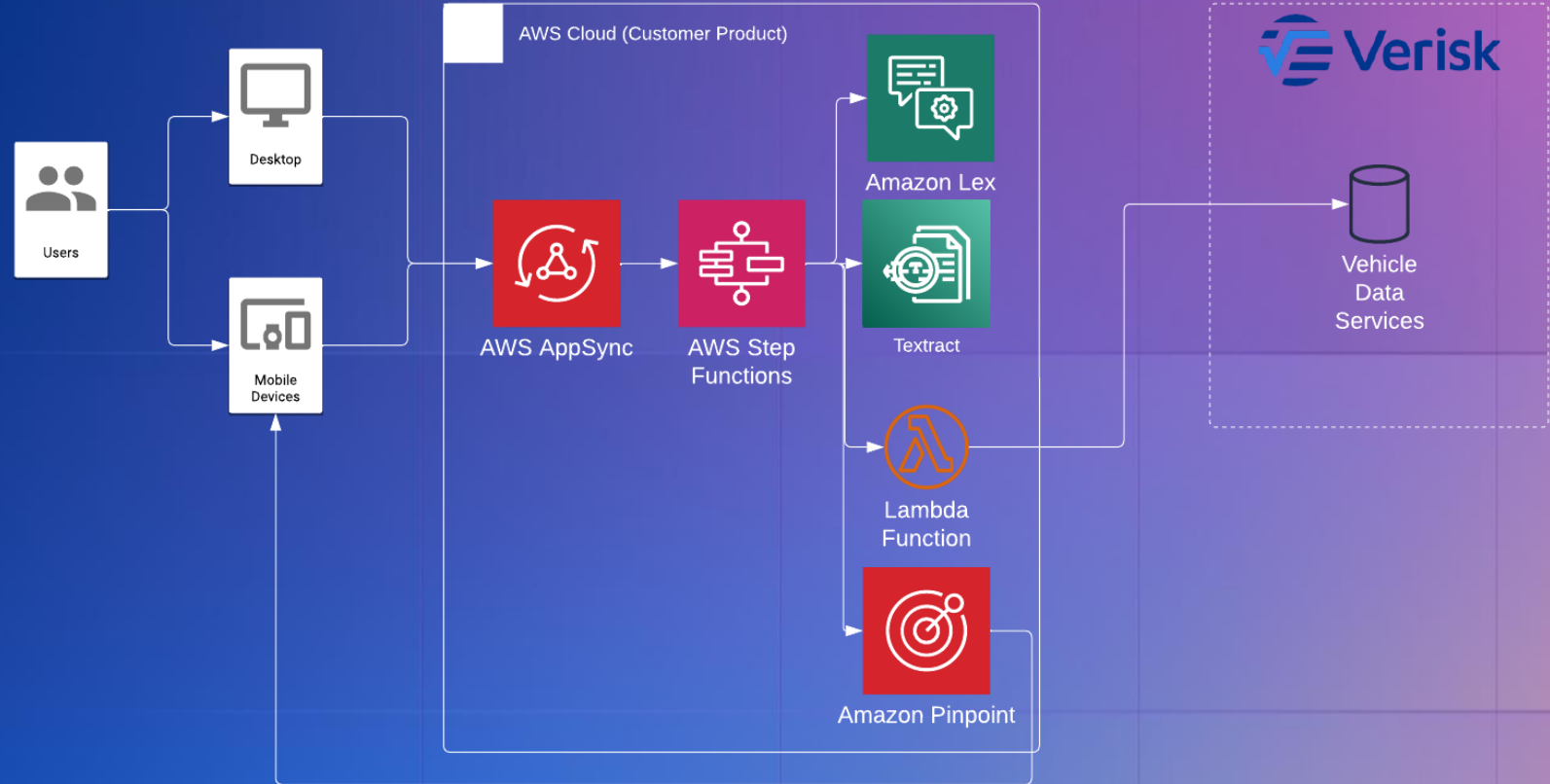- Business Objectives

- Be Well Architected

Solution : Data Centric Customer Journey

Data Centric

Message Driven
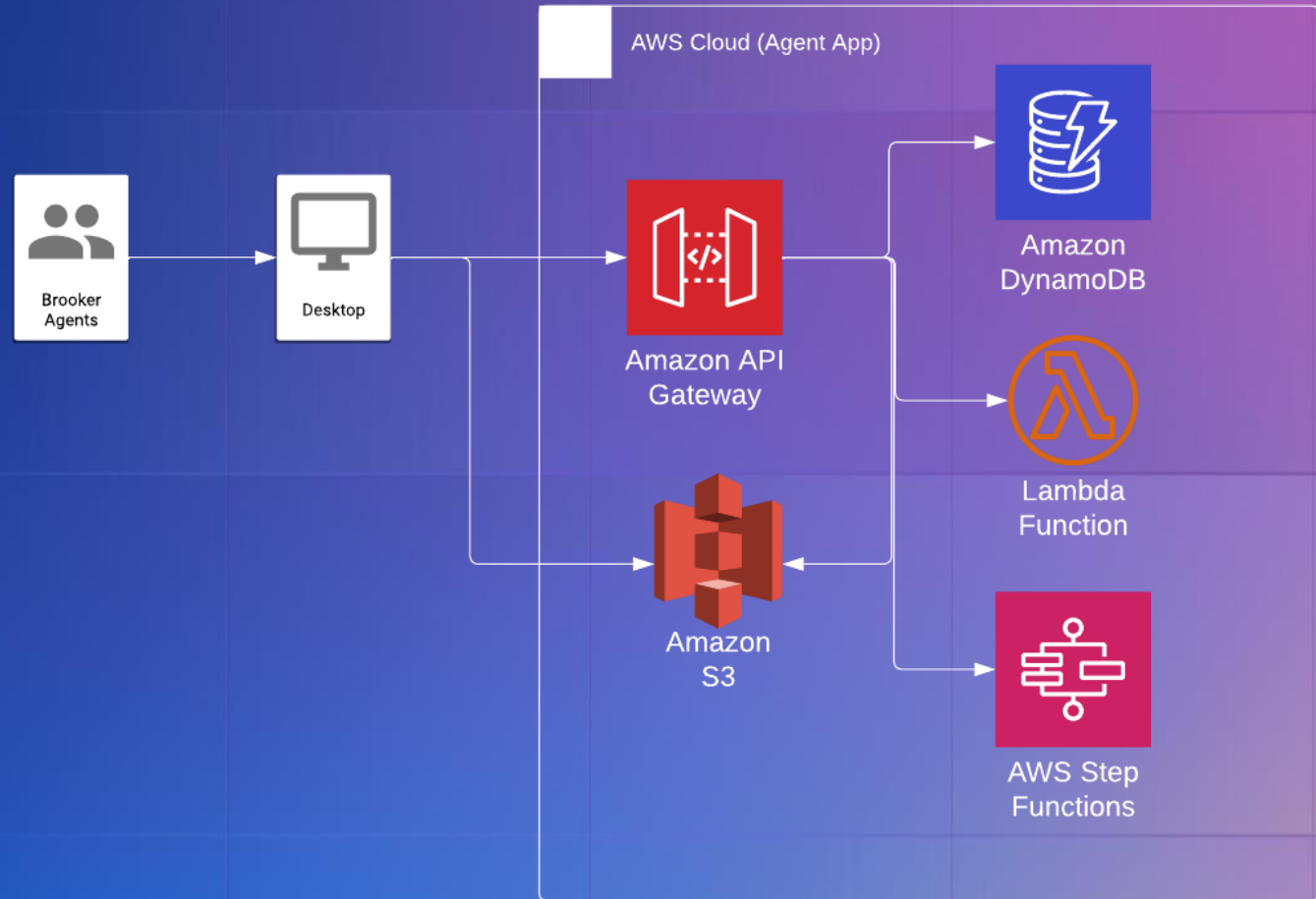
Multi Stage

Dynamic Journeys

Solution : Efficient Agent Workflow

Simplified Agent Workflow

Optimized Processes

Augment Business Practices

Brooker Agents → Desktop

AWS Cloud (Agent App)

Amazon API Gateway

Amazon S3

Amazon DynamoDB

Lambda Function

AWS Step Functions

Delivery in 8 Weeks

- Technology

- Methodology

- People

The Results

- Customer Journey Was Reduced from up to 14 Days To 14 Minutes

- 20% Increase In Policies

- Significant Reduction In Operational Costs

- Supporting Future Growth

- Enhanced Customer Experience, Lower Friction

- Dolmen Now Has An AWS Based Foundation Platform To Create Additional Offerings

What's Next For Dolmen

Leverage Generative AI
- Have A Vision & Aligned Use Case
- Prepared To Experiment

Use Cases, Powered By Amazon Bedrock:
- Tooling, Powerup NLP
- Customer Interaction Analysis
- Content Generation
  - Enable Rapidly Developed Ancillary Offerings With Publicly Available Datasets