

Case study

Seamly's successful chat and voicebot implementation for Infomedics

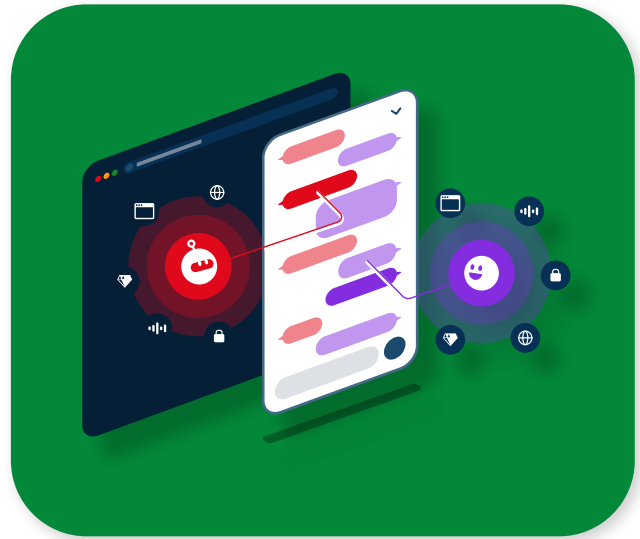
Like many other companies, Infomedics faced the challenge of making its customer service more efficient and reducing operational costs. To address this, Infomedics partnered with Seamly to implement an advanced chatbot and, later, a voicebot. The goal was not only to automate the handling of frequently asked questions, but also to improve accessibility and customer satisfaction. Together, Seamly and Infomedics created a fully integrated digital assistant named Ella. Ella has been so successful in assisting healthcare consumers that Infomedics won an award for it!



One integrated platform for chat and voice

As a service provider in healthcare billing, with more than 20 million invoices sent annually, Infomedics receives many similar questions from consumers. This presented an opportunity to make customer service more efficient by automating common questions.

That's why Infomedics implemented the Conversational AI Cloud of CM.com, with Seamly managing the integration on Infomedics' website and the transfer to live chat. Extensive self-service capabilities were added by establishing a link between Seamly Transactional and Infomedics' invoicing system. With Seamly Translations, this functionality is available in 10 languages. Finally, these capabilities were also made accessible via Seamly Voice, Seamly's voicebot, so that customers can now be assisted by telephone in the same efficient manner.



Voicebot is a great success: 20% of incoming calls are automatically handled

The implementation of Seamly Voice began with several pilot weeks. The solution quickly proved promising: the voicebot was able to handle a significant portion of the calls on its own or successfully redirect callers to the website. Following these positive results, the decision was made to fully roll out the voicebot.

Diederick van Dijk, Lead Digital Self-Service & Conversational at Infomedics, says: "A major advantage of Seamly Voice is its seamless integration with our existing chatbot. We were able to fully configure the voicebot ourselves in CAIC, the trusted system on which the chatbot also runs.

Both the chat and voicebot use the same recognition and logic, ensuring consistent and reliable interactions. That's why we chose to give our voicebot the same identity as our chatbot: digital assistant Ella."

The impact of the voicebot is clearly visible. Ella can independently handle more than 20% of incoming calls, significantly reducing the pressure on customer service and improving phone accessibility by 10%. Additionally, the voicebot now recognizes approximately 80% of spoken queries.

During disruptions or specific circumstances, Infomedics can have a customized welcome message and response ready within minutes. This means that unexpected spikes in call volume are almost entirely avoided. Wondering if a voicebot could also improve your customer service?



Cost reduction and satisfied healthcare consumers

Voicebot Ella makes it easy for healthcare consumers to get answers, but also quickly redirects them to a human representative when needed. Ella will never end the conversation on her own without the caller indicating that they have been helped. This was essential for Infomedics, as accessibility for healthcare consumers was just as important as reducing costs.

Therefore, the voicebot was designed in collaboration with experts from Seamly to smoothly transfer calls to human representatives when the healthcare consumer cannot resolve their issue with Ella. Without the voicebot, there were often long telephone wait times, which meant that healthcare consumers were frequently unable to receive timely assistance.

Now that Ella handles simple questions, customer service representatives can answer more complex calls after minimal wait time. Customer satisfaction after speaking with a representative has remained stable after the voicebot was in place.

Crowning achievement: Infomedics' chatbot implementation wins an award

Thanks to the successful implementation and impressive results, Infomedics was awarded in 2024 with an award for "Best Use Case" presented by the Conversation Design Institute. This award underlines the accessibility and friendliness of the chatbot, which enables customers to easily make payment arrangements without the threshold anxiety that sometimes accompanies speaking with an employee about financial problems.



The collaboration between Infomedics and Seamly

“The cooperation with Seamly is smooth and fast,” said Diederick. “The team at Seamly delivers quick support and thinks proactively with us, which significantly accelerates implementations, and the ongoing development of our Conversational Platform.” Diederick sees great benefits in working with Seamly, especially since the features are constantly updated.

When an organization requests a new feature, all Seamly customers can benefit from it, which ensures rapid development and continuous improvement of the customer conversation.

Diederick is positive about the future of the chat and voicebot and explains, “The plans for the future are promising, with extensions such as multilingual support via voice, advanced AI integrations and real-time data insights optimize customer service even more.”

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Diederick van Dijk

Lead Digital Selfservice & Conversational

Join the revolution in customer service

Is your organization still working inefficiently across multiple systems for customer interaction? Let us transform your isolated channels into a harmonious symphony, driving efficiency and customer satisfaction.

Contact us to explore the possibilities.



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