

**MEERA**  
CONVERSATIONAL A.I.

## Case Study:

How an Insurance Goliath Redefined its Marketing Strategy to Boost Contact and Conversion Rates



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# Allstate automates **Appointment Scheduling** with the Meera Conversational AI Platform

## CASE STUDY



One of the largest insurance providers in North America since 1931, Allstate Insurance provide people with good insurance and are committed to making a difference. They are dedicated to helping rebuild after catastrophes and giving back to their communities, one of the cornerstones of their business. They go the extra mile for their customers, whether it's through

helping someone find their father's old Allstate commercial or offering people on-demand roadside assistance.

Allstate believes in providing more than just insurance, they provide their customers with peace of mind.

## Challenge

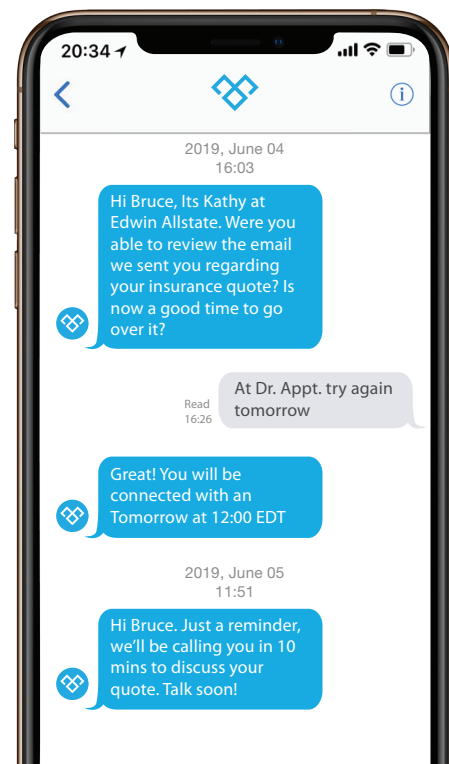
Allstate discovered their agents' sales productivity was constantly being interrupted by administrative tasks. The core challenge for their agents centred around chasing down prospective clients to schedule a time to talk about their insurance needs. In order to increase their agents' sales productivity, Allstate started searching for an answer that could handle the administrative tasks, freeing their agents to focus on business.

## Solution

Allstate wanted to integrate a conversational artificial intelligence (AI) platform into their system to minimize the amount of time their agents spent reaching out to prospective clients.

After researching the market, Allstate chose Meera to streamline and increase their agents' appointment scheduling rates by automating through SMS messaging.

Specializing in conversational lead development and lead nurturing, Meera provided Allstate's clients with the ability to schedule and confirm appointments with ease through its conversational AI platform. This provided both clients and Allstate's agents with a more efficient use of their time.



Actual AI Conversation



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## Results

Through SMS automation, Meera allowed Allstate agents to increase their sales productivity, focusing on business rather than administrative tasks, and their clients enjoyed being able to schedule their appointments through a less intrusive channel that fits into their customer's busy lifestyles.

The Results at the end of December 2018



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## About Meera

Meera.ai is a leading conversational AI platform. Meera specializes in conversational lead development and nurturing. Our AI powered platform will communicate with your leads using machine learning to start conversations with your sales, marketing or admissions team. This pioneering platform improves conversion rates and boosts sales for clients in all industries.

**Increase your contact rates with Meera's conversational AI platform.  
Demo Meera now**