About this case study.

This case study explores the use of the AI Assist feature by a Gnatta client – referred to as **'Client A'**. All their data has been anonymised, and figures have been rounded to protect the client's identity.

Client A is one of the largest and **fastest-growing brokers** in the UK and Ireland insurance market, home to many household name brands and over 2.6 million customers. They activated a **free trial of the AI Assist tool,** to prove the business case.

This study focuses on **the savings and benefits**, and goes further to project potential savings for other businesses.

What is AI Assist?

How can I help? ✕

ⓘ Please note that any messages in this chat will not be sent to your customer. It is highly recommended that you carefully review all generated text you intend to send.

Summarise conversation
Summarise this conversation so far.

Help me write a response
Suggest a response to the customer.
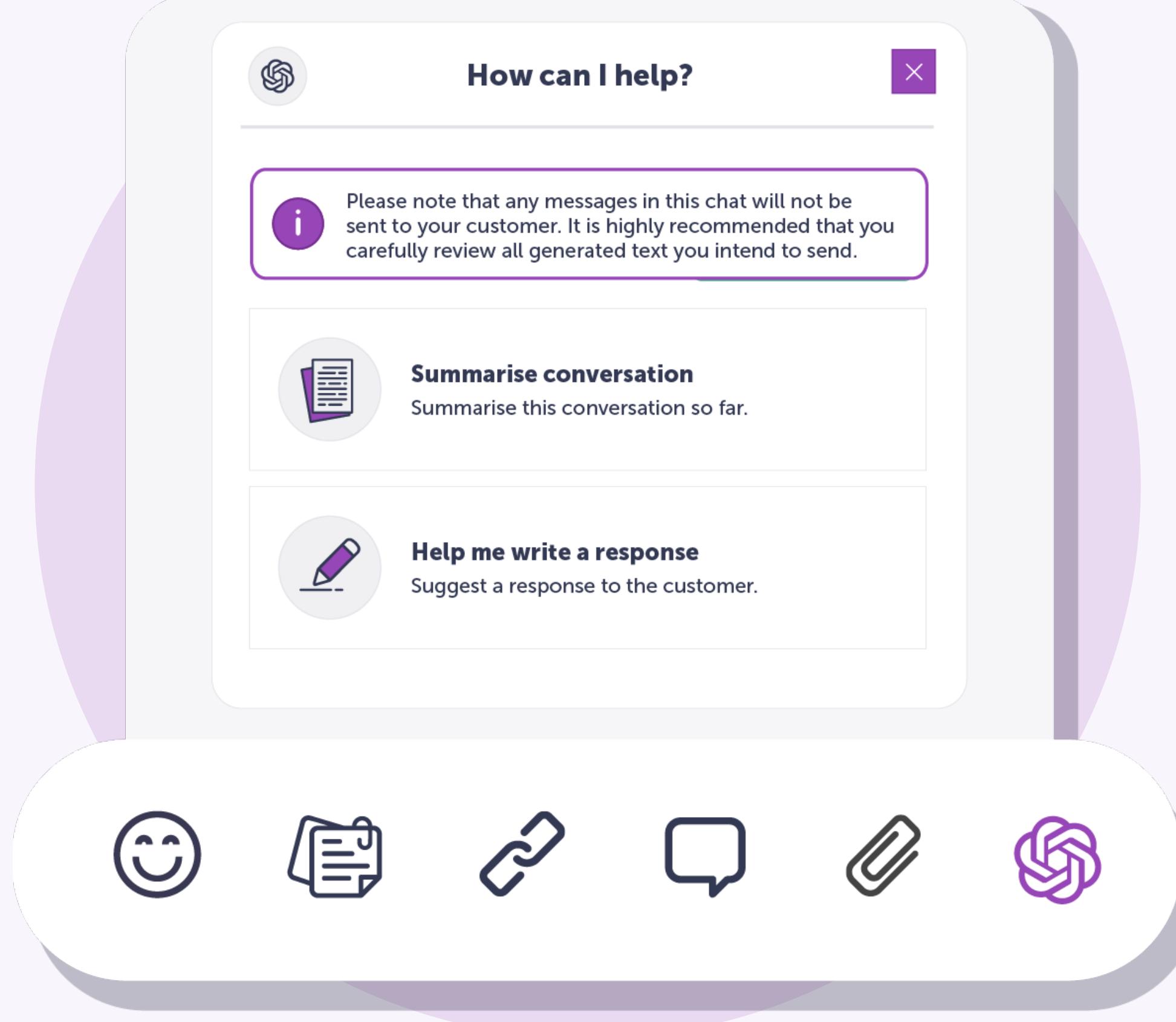
✓ Powered by ChatGPT

✓ Conversational artificial intelligence

✓ Support operators as they handle queries

ⓘ **Will it replace human agents?**

No! AI Assist cannot, and should not, replace your human agents. It is fundamentally limited by the data available to it - and that data can be biased, or too narrow in scope. A human agent can question, dig deeper, and explore an issue – a critical component in effective customer care.

Two primary use cases.

Whilst it may seem like AI Assist could do more, we believe the human agent is critical to customer care. Therefore the decision making and final communication to the customer should always be led by a human agent.
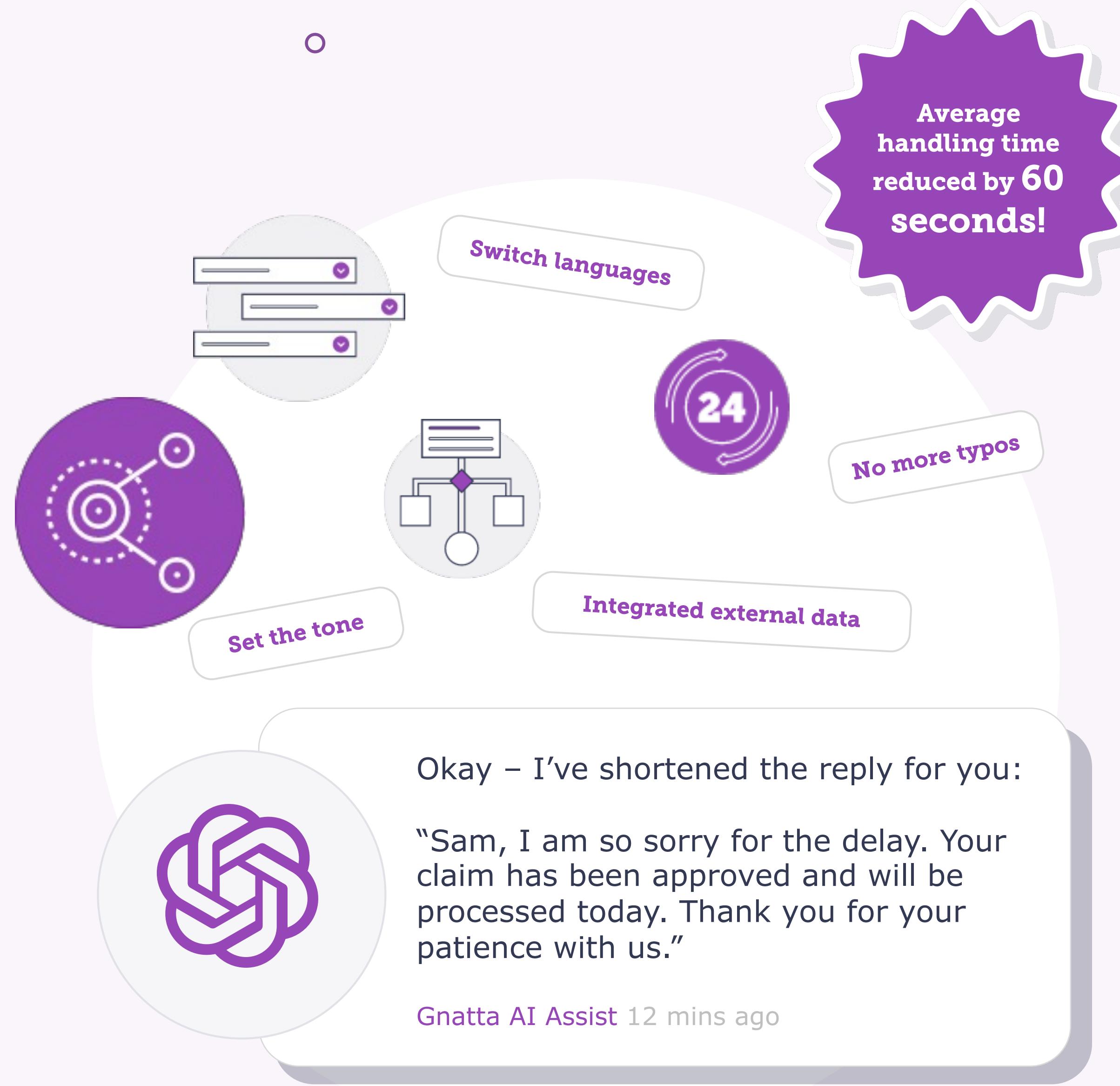
Summaries

AI Assist will read the interaction and scoop up the contextual data stored in fields, then summarise it's findings in a brief note for the operator. Your operators can get the gist of a long story in seconds.
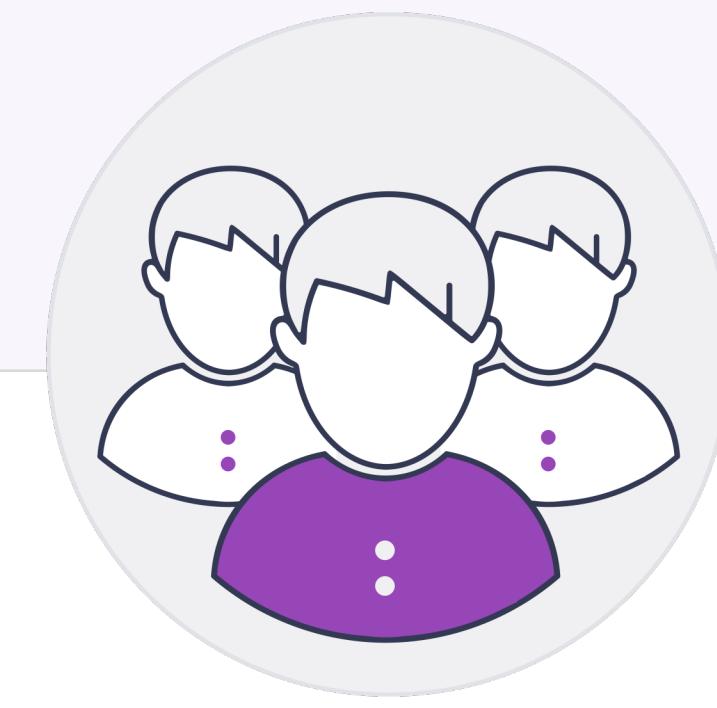
Draft Replies

Use the AIs conversational skills to craft a response exactly as you need it – formal, empathetic, chatty, with emojis, longer or shorter. Maybe even a different language. Perfect spelling and grammar, on brand, and unique to the customer, every time.

Digging into the results.

During their trial period of AI Assist, this client identified the following key benefits:

- ✓ Approx. 20 hours a week in time saved
- ✓ Reduced average handling time by 60 seconds
- ✓ Summarised and generated responses quickly
- ✓ Especially effective in handling Trustpilot reviews, without using repetitive template responses
- ✓ Useful for admin users to draft internal comms, too!
- ✓ Hugely positive feedback from all agents involved in the trial

Average handling time reduced by 60 seconds!

Switch languages

No more typos

Set the tone

Integrated external data

Okay – I've shortened the reply for you:

"Sam, I am so sorry for the delay. Your claim has been approved and will be processed today. Thank you for your patience with us."

Gnatta AI Assist 12 mins ago

Exploring the agent experience.

We couldn't be prouder of the impact AI Assist has on the day-to-day for agents – taking the grind out of their workload is why Gnatta exists. Below is some real feedback from agents at Client A during the trial.

Efficient

"So much quicker and easier to use. It used to be hard writing out long responses on 1-star reviews whereas now it is much quicker."

Personalised

"Love that the responses are personalised and different, it's worth taking the time to get the AI to respond how you need it to – which is still quicker than writing out the responses anyway."

Context-Driven

"My favourite thing is how it knows which brand you are on and prepopulates, this saves a lot of messing around when dealing with multiple brands."

High Quality

"I know I don't have to check my spelling and grammar anymore, which used to take some time on responses."

Flexible

"I like how it remembers certain things such as links used and how we can ask it to write responses in a different way so a shorter response or even a more apologetic response."

Estimate your potential savings.

We believe you could save at least **10% - 20%** of your current **average handling time** by giving your agents access to their very own personal assistant. Swap your numbers in below for a snapshot of the savings your team could make.

Monthly Interactions	10,000
Average Handle Time	150 seconds
20% Reduction	30 seconds
Seconds Saved	300,000
Monthly Hours Saved	83.3 hours

This is just the beginning!
There are the wider benefits to consider too – such as agent happiness, increased rate of FCR, improved SLA adherence and more!

ⓘ How to calculate

Step 1: **Handle Time** x **0.2** = Reduction

Step 2: **Reduction** x **Interactions** = Seconds
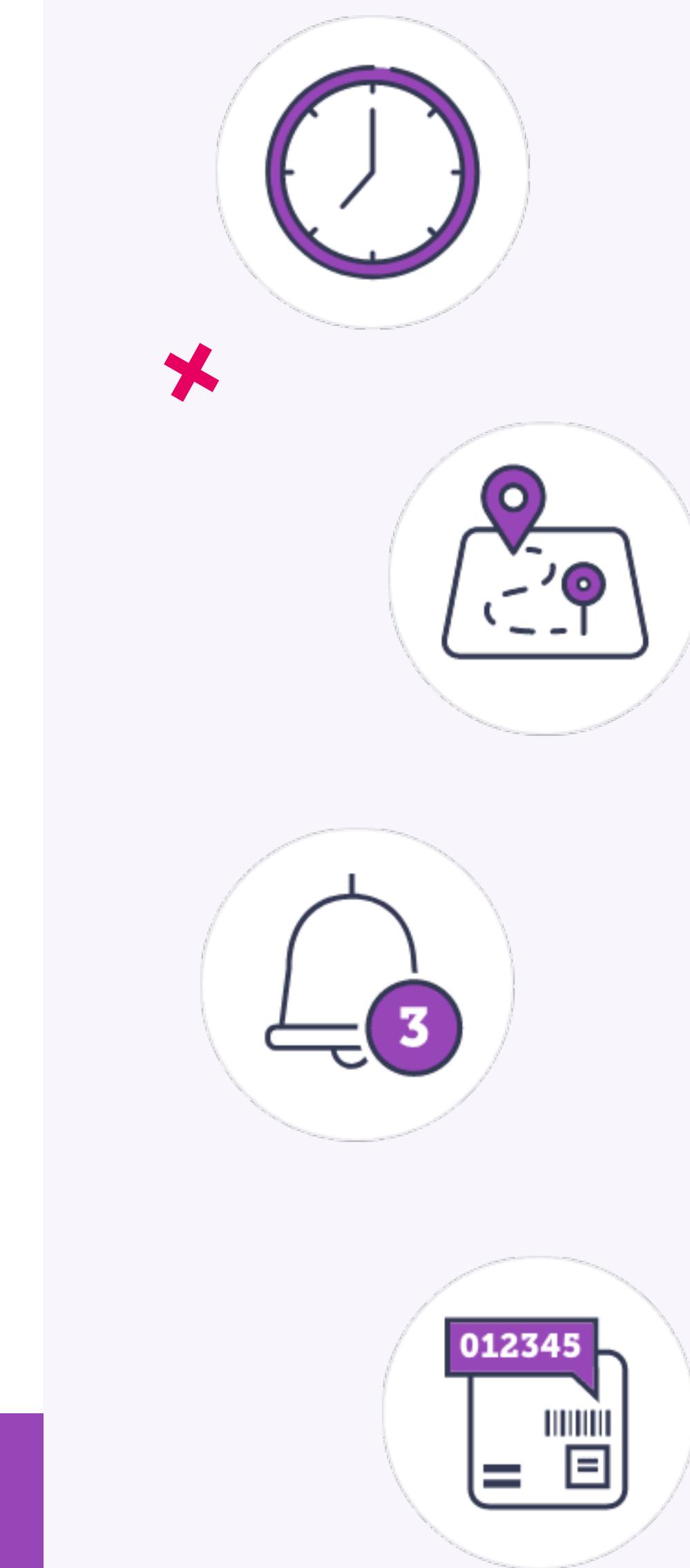
Step 3: **Seconds ÷ 3600** = Hours

P.S. All figures are demonstrative – there is huge variation between industries and query types. This formula not working for you? **Just ask us to do it -** we'd be glad to put our analyst brains to work building your business case.

Thank you

for reading.

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