

## **ICICI Prudential Life Launches AI-powered voice chatbot on Google Assistant**

- **Simple voice commands for conducting self-service transactions – ‘OK Google, I want to speak to ICICI Prudential Life LiGo’ or ‘May I talk to ICICI Prudential Life LiGo’**
- **Provides an easy to use and convenient service touch-point for customers**
- **Further strengthens digital platform – additional layer of convenience for customers**
- **About 3.5 lakh voice chats per month conducted on Chatbot LiGo**

**Mumbai, August 31, 2020:** ICICI Prudential Life Insurance has introduced its customer service chatbot 'LiGo' on 'Google Assistant'. This would enable the Company's policyholders to have their queries addressed by simple voice commands such as ***"Ok Google, I want to speak to ICICI Prudential Life LiGo"*** or ***"May I talk to ICICI Prudential Life LiGo"***.

Expanding its innovation quotient by leveraging digital technologies such as Artificial Intelligence (AI) the Company has added another layer of convenience for its customers. Extending LiGo functionalities to Google Assistant is part of the Company's strategy to be present on platforms preferred by customers and to offer them an immersive experience.

Customers can instantly access information on their policies by activating 'Google Assistant' on their Android smartphones and speaking out their policy number or registered phone number. It is as simple as asking Google for directions or traffic.

In this ever-evolving digital world where speed, efficiency and convenience are continually being enhanced, there has been rapid adoption of AI-powered voice assistants by individuals owing to personalized, and immediate experiences being provided. Available in 'Indian English' and with support for nine Indian languages, Google Assistant enables people to have a conversation with Google, and get things done in their world in a natural and personalized way.

**Mr. N S Kannan, Managing Director & CEO, ICICI Prudential Life Insurance** said, "At ICICI Prudential Life, all our innovations hinge around customer-centricity. Sometime back we embarked on our hyper-personalization journey built on the pillars of 3 Vs – Video, Voice and Vernacular. Catering to the evolving needs of our customers, we have enabled our customer service voice bot LiGo on 'Google Assistant', making it accessible on all platforms and devices it is available on. Accessing policy information based on voice commands provides unmatched convenience and instant gratification. With the addition of this digital enabler, there will be a transformation in the way customers interact with the Company. We will continue to innovate to further empower our customers"



By leveraging new-age technologies the Company has introduced a bouquet of digital enablers to address every requirement of a customer during the policy lifecycle – from onboarding to servicing the needs of the customers. For instance, customers can use the Company's digital enablers to transact online and each of the digital enablers, i.e. WhatsApp, the Company website, mobile app and Chatbot LiGo are almost equivalent to a virtual branch. On Chatbot LiGo about 3.5 lakh voice chats per month are conducted. Customers can leverage any of these digital enablers to perform an assortment of transactions.

### **About ICICI Prudential Life Insurance**

ICICI Prudential Life is promoted by ICICI Bank Ltd. and Prudential Corporation Holdings Ltd., headquartered in the United Kingdom. The Company began operations in fiscal 2001 and has consistently been amongst the top private sector life insurance companies in India on a Retail Weighted Received Premium (RWRP) basis. The Company offers an array of products in the Protection and Savings category which match the different life stage requirements of customers, enabling them to provide a financial safety net to their families as well as achieve their long-term financial goals. The digital platform of the Company provides a paperless onboarding experience to customers, empowers them to conduct an assortment of self-service transactions, provides a convenient route to make digital payments for purchasing and making renewal premium payments, and facilitates a hassle-free claims settlement process.

ICICI Prudential Life is the first private life insurance company to cross the ₹ 1 trillion mark for Assets under Management (AUM). On June 30, 2020, the Company had an AUM of ₹ 1,700.06 billion and a Total Sum Assured of approx. ₹ 15.49 trillion. ICICI Prudential Life is listed on both the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE).

### **Disclaimer**

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'expected to', etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results, opportunities and growth potential to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, the actual growth in demand for insurance and other financial products and services in the countries that we operate or where a material number of our customers reside, our ability to successfully implement our strategy, including our use of the Internet and other technology our exploration of merger and acquisition opportunities, our ability to integrate mergers or acquisitions into our operations and manage the risks associated with such acquisitions to achieve our strategic and financial objectives, our growth and expansion in domestic and overseas markets, technological changes, our ability to market new products, the outcome of any legal, tax or regulatory proceedings in India and in other jurisdictions we are or become a party to, the future impact of new accounting standards, our ability to implement our dividend policy, the impact of changes in insurance regulations and other regulatory changes in India and other jurisdictions on us. ICICI Prudential Life insurance undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof. This release does not constitute an offer of securities.

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