

Pelayo-AV on WhatsApp for roadside assistance

Pelayo Seguros required our experience in Contact Center AI and its integration in telephony systems to improve one of their most critical processes: roadside assistance. They wanted to do so without losing humanity in customer service.

The challenge

Pelayo wanted to automate one of its key processes, customer roadside assistance, with a dual objective: on the one hand, they wanted to facilitate the process for customers, offering them this management through a widely used and well-known application such as WhatsApp; on the other hand, they wanted to relieve the workload of their Contact Centre.

The solution

We developed a virtual assistant in Dialogflow CX that connected its IVR with WhatsApp so that when the customer calls for roadside assistance and chooses the corresponding option from the menu, they are given the option of either waiting for assistance or resolving their assistance via this instant messaging app.

The result

68% of the sessions were successfully completed and 82% of users give a score of between 4 and 5 points in the satisfaction survey once they have completed the entire flow.

Through a simple flow, the customer can quickly and efficiently provide their details so that the company can send the tow truck to their location. In a matter of seconds, the customer's assistance is resolved with minimal friction for the user.



About Pelayo Seguros

Pelayo Seguros is a fixed-premium mutual insurance company dedicated to the insurance activity in Spain. It offers insurance products in the automobile, property, accident, life, civil liability and healthcare branches.

Vertical/horizontal solution: Financial Services

Primary project location: Spain



About Emergya Digital Solutions SLU

Emergya is a premier partner of Google Cloud, specialized in the development of advanced artificial intelligence solutions and data intelligence.



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