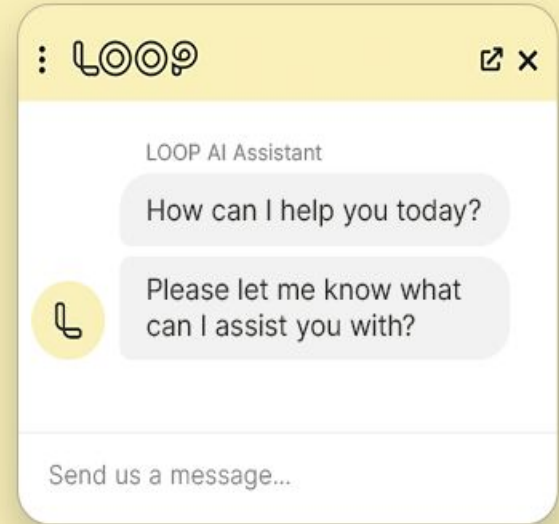


# LOOP Insurance Replaced their Chatbot with Generative AI and Resolution Rates Soared!



# Welcome!



**Weslee Berke**  
**LOOP Insurance**  
**Head of Customer Care**



**Mike Myer**  
**Qiiq**  
**Qiiq CEO & Founder**



**THEY DON'T WANT TO CHANGE  
THE SYSTEM.**

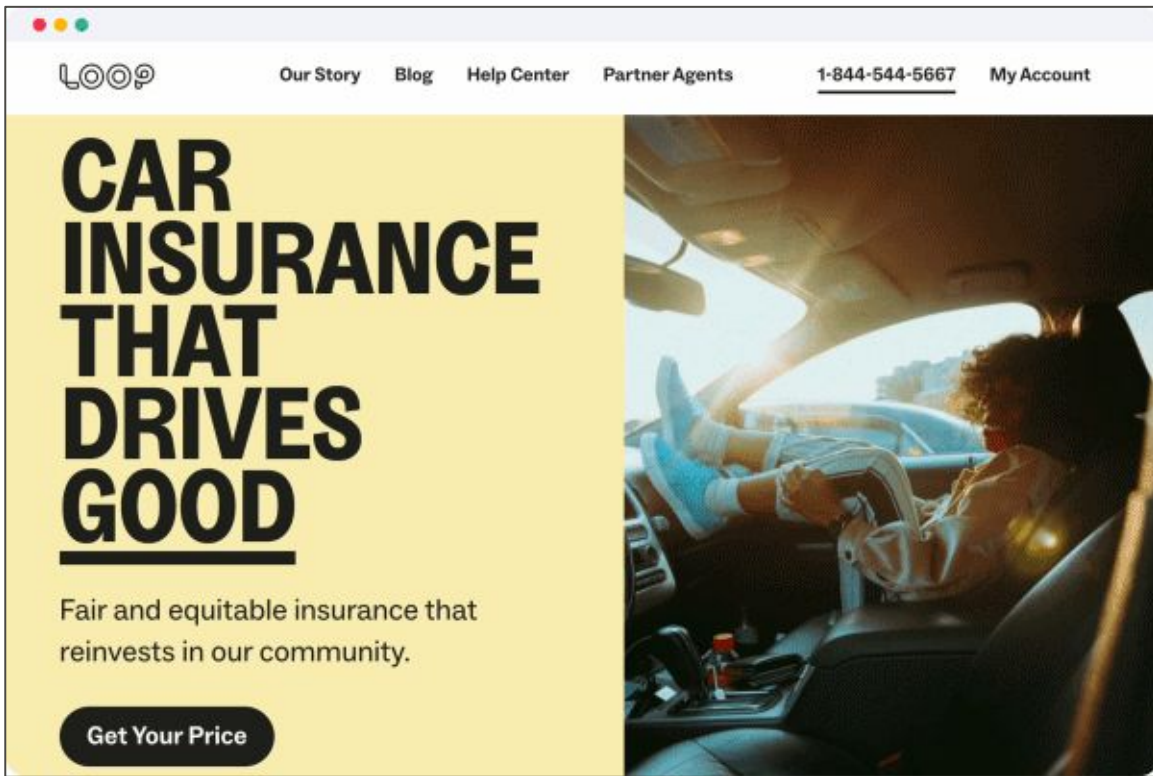
**WE DO.**

# THE CAR INSURANCE INDUSTRY IS BROKEN

They charge you more based on things that have nothing to do with how you drive. They point to gender, job title, marital status and even your credit score—which is systematically biased against vulnerable communities and has nothing to do with how you drive. They don't want to change the system. We do.

LOOP is different. We're building fair, equitable, and affordable insurance based on how and where you drive. We put people first, treating our members with respect and dignity—making sure they can chat with an understanding person, not a frustrating bot. And as a B-Corp we're committed to giving back and being a force for good in the world so we can uplift the communities impacted by systemic injustice. To us, that's what it means to Drive Good.

# Generative AI solves 3X more questions!



## Quiq LLM-powered AI Assistant

- Uses the latest AI, same as ChatGPT
- Personalized, contextual, concise answers
- Answers questions only using LOOP approved information



Customer

I just financed a 2020 Camry, am I covered and what updates do I need to make to my policy?

Previous Chatbot



AI Assistant

No problem, the easiest way to discuss your renewal is to contact our team at 844-544-LOOP (5667). When prompted, press 1 for existing customers, followed by 4 to be transferred to our team that handles renewals.

• •

if you just financed a 2020 Camry, your lender will require you to have full coverage insurance as a condition of the loan. To ensure you have the necessary coverage, you can submit a request to update your policy on our website. Our Care Team will take it from there and assist you with any updates you need to make. Let me know if you have any other questions.



[Update Coverage Request Form](#)



Customer

Someone hit my car with a cart while I was grocery shopping and now I have a ding in my left rear fender, what should I do?

Previous Chatbot



AI Assistant

Here are some articles that might help:

**I let my friend or relative drive my car and they got into an accident. What do I do?**

We're sorry to hear there's been an accident! First thing's first—please make sure everyone is okay, and your vehicle is moved...

view article

**My car was vandalized.**

If you've been the victim of vandalism, take a damage report to the police...

We understand that your vehicle has been damaged and we apologize for the inconvenience. The first step you should take is to document the damage and file a police report. Once you have done that, you can file a claim through the LOOP App or by contacting our claims team. Your assigned adjuster will be in touch with you within 24 hours to assist you further. If you have any other questions, please let us know. Also, feel free to type "agent" if you need support from a LOOP Care Team member.



Customer

I'm getting an inspection and unfortunately I'm going to need new tires and will need to be a few days late on my payment, is that ok? The guys at the shop also need my insurance card, how can I get a copy of that.

Previous Chatbot

AI Assistant

Once you've finalized payment on your quote you can easily access your policy documents in the LOOP App.

these articles from our Help Center should help you find what you're looking for..

How can I obtain a copy of my declarations page or policy?

view article

How can I obtain a copy of my declarations page or policy?

We understand that life happens and sometimes payments may be delayed. We offer a 10-day grace period to complete the payment and keep your policy active. As for your insurance card, you can easily find it under the "insurance" tab in the LOOP App. if you need further assistance, please type "agent" to request support from a LOOP Care Team member. Let me know if you have other questions.



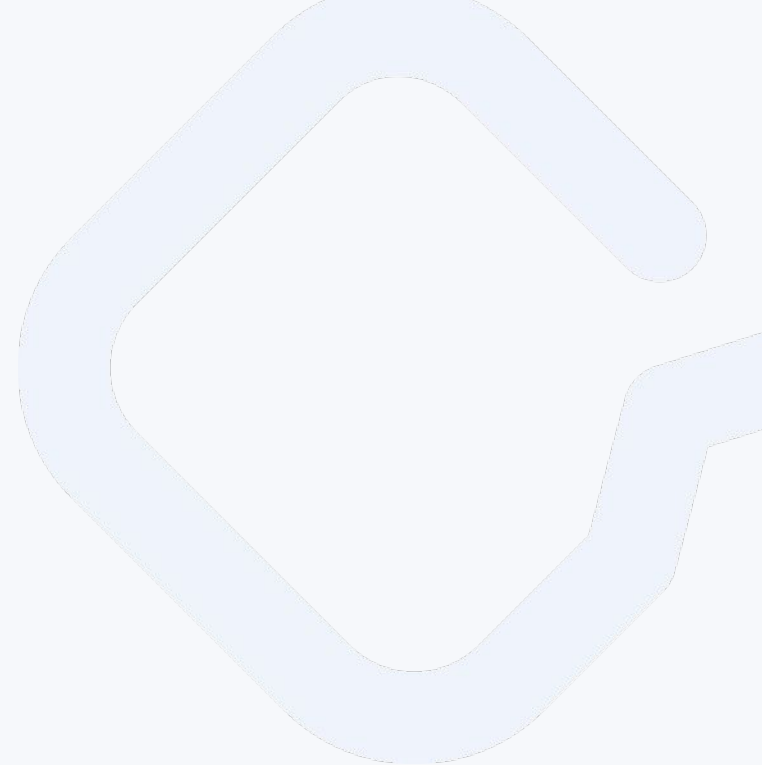
[Payment Portal](#)







**The results...**



# Results

**3X**

Self Service  
Rate Increase

**50%**

Self Service  
Rate

**75%**

Positive  
CSAT

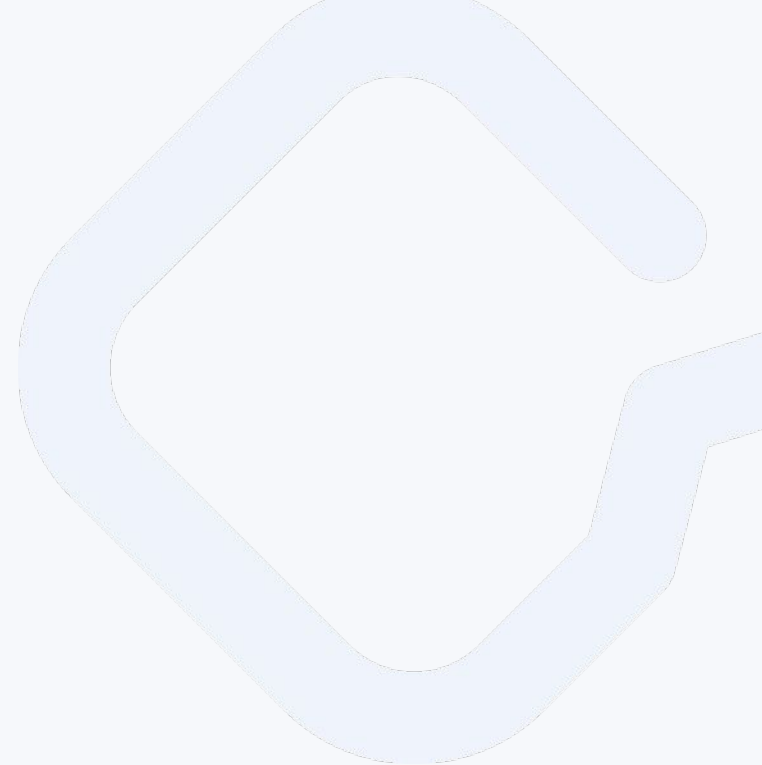
**55%**

Decrease in  
Email



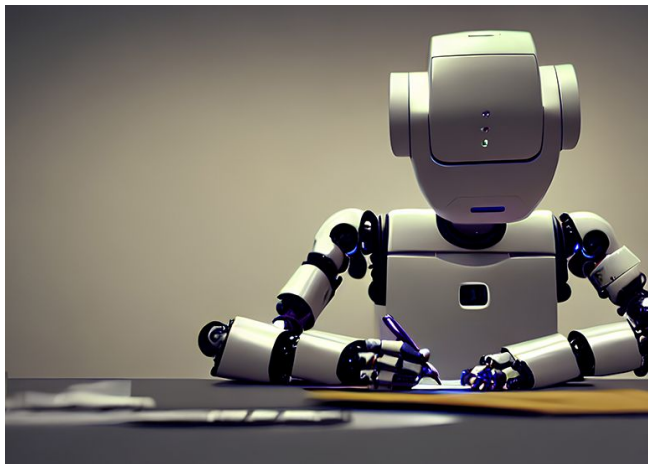


**How does it work?**



# Large Language Model Skills

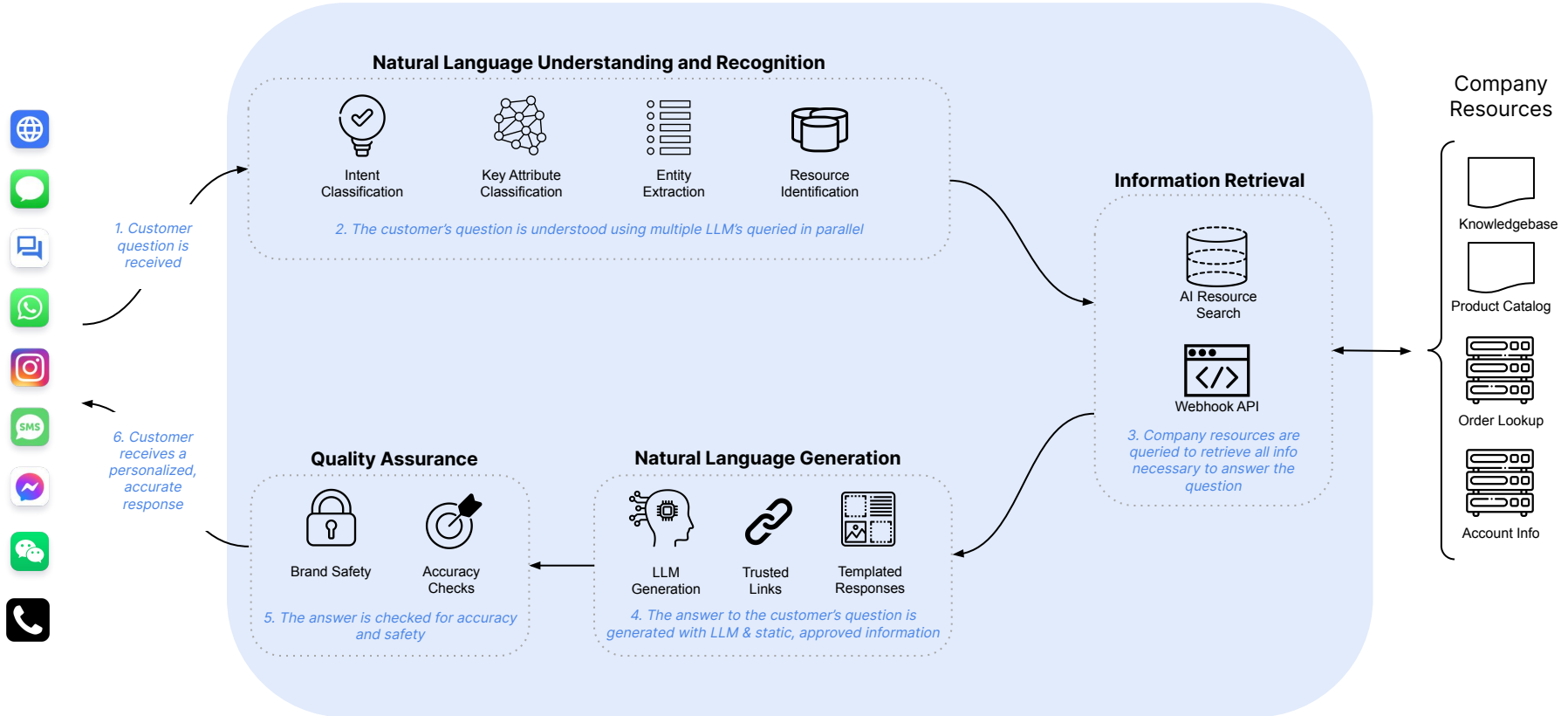
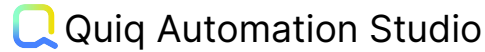
## 1. Read and Write Language



## 2. Answer questions with search



# How does a Quiq Assistant work?



# Managing Risks

## Accuracy



Amnesia - the AI uses only the information provided by your company

No trained information is used

## Privacy & Security



Your data is not used for AI training purposes

SOC 2 Compliant

## Brand Tone & Safety



Multiple layers of Guardrails, Fact Checking & Safeguards are used to ensure that the AI stays on point

**Try it yourself!**

<https://www.ridewithloop.com/>

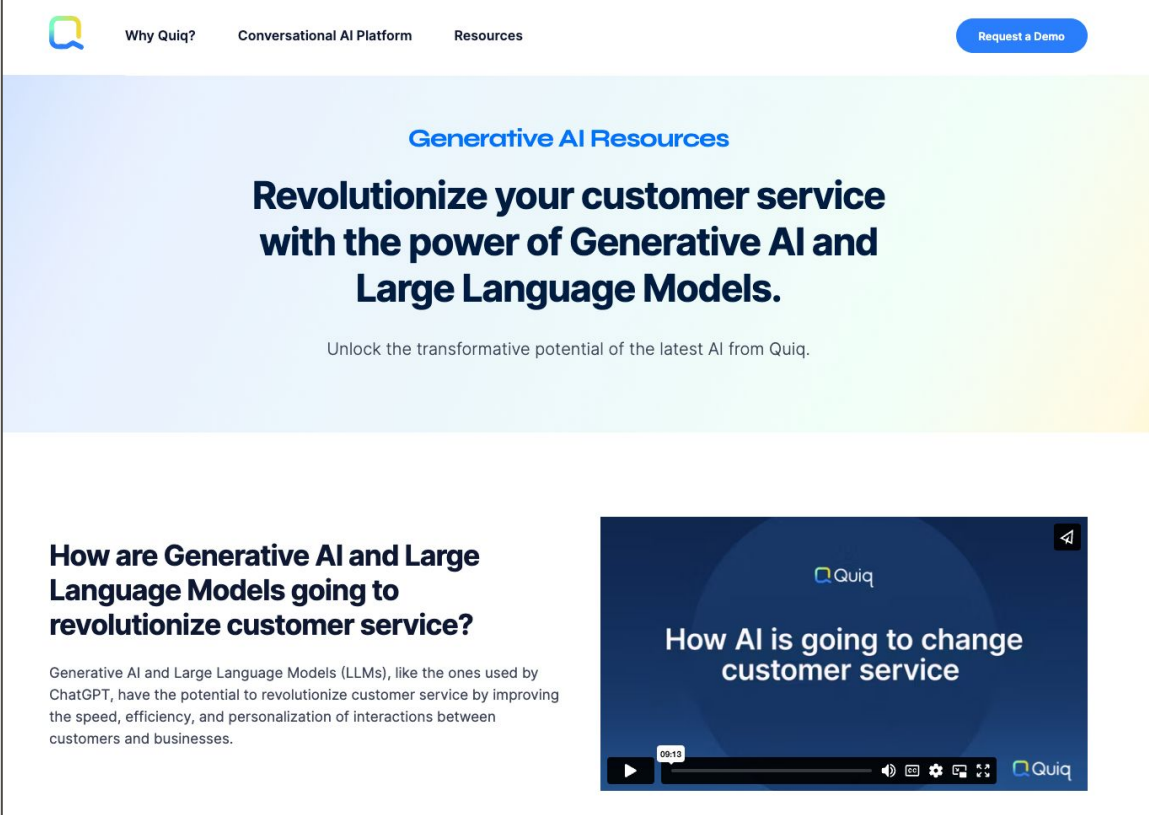


# Learn more at our Generative AI Resource Center

<http://quiq.com/generative-ai>

Want to get smart about how  
ChatGPT works?

Check out our LLM Intuitions  
video series!



The screenshot shows the Quiq website's Generative AI Resources page. The header includes the Quiq logo, navigation links for 'Why Quiq?', 'Conversational AI Platform', and 'Resources', and a 'Request a Demo' button. The main heading is 'Generative AI Resources' followed by the bold text 'Revolutionize your customer service with the power of Generative AI and Large Language Models.' Below this is the subtext 'Unlock the transformative potential of the latest AI from Quiq.' The page features a video player with the title 'How AI is going to change customer service' and a thumbnail image showing the Quiq logo and the text 'How AI is going to change customer service'. The video player controls show a play button, a progress bar at 00:13, and various icons for volume, subtitles, and settings. The Quiq logo is also visible in the bottom right corner of the video player.

Why Quiq? Conversational AI Platform Resources [Request a Demo](#)

## Generative AI Resources

### Revolutionize your customer service with the power of Generative AI and Large Language Models.

Unlock the transformative potential of the latest AI from Quiq.

#### How are Generative AI and Large Language Models going to revolutionize customer service?

Generative AI and Large Language Models (LLMs), like the ones used by ChatGPT, have the potential to revolutionize customer service by improving the speed, efficiency, and personalization of interactions between customers and businesses.

How AI is going to change customer service

00:13





# Thank you!

**Mike Myer**  
**mike.myer@quiq.com**

