



Max Life elevates customer experience with its innovative 'VOX Speech' AI Program

New Delhi, December 5, 2022: Max Life Insurance Company Ltd. ("**Max Life**" / "**Company**"), has launched a pioneering '**VOX Speech**' AI Program that leverages intelligent speech analytics and helps in extracting valuable customer insights from voice call data. It has helped the Company improve the customer buying and onboarding journey and to build a hyper-personalized customer experience.

The program uses a language-based speech-to-text analysis model along with NLP (Natural Language Processing) program to extract insights from customer and tele-caller voice interactions. These insights coupled with aggregating call engagement scores, script adherence, pitch effectiveness scores, and similar productivity metrics, help dramatically improve the customer experience.

Manu Lavanya, Director & Chief Operations Officer, Max Life Insurance said, "*We are a customer-obsessed Company, and we firmly believe technology to be a strong enabler in our journey to deliver a superior customer experience. Using innovations around AI and Natural Language Processing, we have created cutting-edge solutions like VOX AI that enable us to sit closer to our customers.*"

The VOX AI system is currently implemented to analyze telesales calls with plans to scale this solution across every type of customer call touchpoint. This includes renewal reminder calls, service and verification calls, and tele-medical calls. As part of its digital excellence journey, Max Life recently launched 'Medicheck', an innovative real-time health analytics solution that generates customer health scores basis medical data. Such solutions are enabling Max Life in the journey of building a digital and analytics-driven ecosphere to achieve business goals and improve the overall customer experience.

About Max Life Insurance (www.maxlifeinsurance.com)

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Max Financial Services Ltd. is a part of the Max Group. Max Life offers comprehensive protection and long-term savings life insurance solutions, through its multi-channel distribution including agency and third-party distribution partners.

Max Life has built its operations over two decades through a need-based sales process, a customer-centric approach to engagement and service delivery and trained human capital. As per public disclosures and annual audited financials for FY2021-22, Max Life has achieved a gross written premium of INR 22,414 crore.

For more information, please visit the Company's website at www.maxlifeinsurance.com

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