

Zurich Leverages Digital Voice Assistants to enhance Customer Experience

August 2019 - Zurich is the first Insurance Company in Ireland to leverage the capabilities of digital voice assistants, such as Google Home and Amazon Alexa, to enable parents to get a quick estimate of the likely cost of their children's education.

Responding to an increasing number of people using digital voice assistants, with research showing half of online consumers globally now using the devices¹, Zurich Life is leveraging the technology in Ireland with the Zurich Ireland skill for Alexa and Google action.

By simply saying "Hey Google/Alexa, talk to Zurich Ireland" people can interact with Zurich's secondary school and third level cost of education calculators to find out how much money the calculators suggest to put aside to cover their children's education. In addition to accessing the calculators via digital voice assistants, people can also view the most recent 2019 cost of education research on their mobile device.

Sean Carty, Head of Online and Digital, Zurich, said: *"With a simple question said aloud, customers can take the first step towards planning for the cost of their children's education. Our 2019 Cost of Education survey showed that the cost of secondary school rose 16% compared with last year, so it will be a key concern for parents. We appreciate that parents have very busy lives, so by leveraging the technology available through digital voice assistants with our Cost of Education Calculators, we want to make it as convenient and easy as possible for them to interact with Zurich products and services and to take their first step in planning ahead for their children's future."*

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About Zurich in Ireland

Zurich is one of Ireland's leading insurance providers, offering a wide range of general insurance and life insurance products and services. Zurich Ireland entities employ over 1,000 people across locations in Dublin and Wexford.

About Zurich Insurance Group

Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With about 54,000 employees, it provides a wide range of property and casualty, and life insurance products and services in more than 210 countries and territories. Zurich's customers include individuals, small businesses, and mid-sized and large companies, as well as multinational corporations. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872.

¹ [Accenture research](#), January 2019