

Press release
24 August, 2018

BOC Life Launches Cross-platform Chatbot Service

BOC Group Life Assurance Company Limited (“BOC Life”) has rolled out successfully the AI chatbot service, Easy Chat, on multiple platforms to meet the growing use of FinTech. This innovative service deals with customer enquiries round-the-clock and has responded to over 10,000 enquiries since its launch in May.

Easy Chat gives quick answers to the questions raised by customers via electronic channels, no matter when and where they are. It is accessible on BOC Life’s corporate website, WeChat official account and Facebook pages for them to make enquiries online about payment, claims, etc. in a fast and convenient way.

In comparison with the same service provided by other insurance companies on a single platform, Easy Chat gives customers more consistent and accurate replies while running on multiple platforms at the same time and learning at a faster speed for higher artificial intelligence.

According to Mr. Terry Lo, Chief Executive of BOC Life, the general public nowadays tends to acquire information through electronic means and the launch of Easy Chat can swiftly respond to customer’s enquiries. It adopts Natural Language Processing (NLP) technology to comprehend non-structured questions and imitate human conversation. It also supports both Chinese and English languages to provide human-like insurance services.

BOC Life will keep pace with the times by continuing to explore new services and enhance customer experience with an aim to provide customers with more superior insurance services. For enquiry about the service, please call (852) 2860 0688.

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About BOC Life

BOC Group Life Assurance Company Limited (“BOC Life”) was founded in Hong Kong and has served the local market for years. We have grown to be one of the top life insurance companies in Hong Kong, with a commitment to offering comprehensive services in life insurance, wealth management and retirement protection. BOC Life’s shareholding is owned by BOC Hong Kong (Holdings) Limited and Bank of China Group Insurance Company Limited. In addition to the channels of tied agency, brokerage, telemarketing and eChannel, BOC Life distributes its acclaimed life insurance products in Hong Kong via the professional relationship managers at the branches of Bank of China (Hong Kong) Limited, Chiyu Banking Corporation Limited and Nanyang Commercial Bank. We strive to provide our customers with tailored insurance and financial planning services that meet their personal needs and targets.

BOC Life's solid financial strength has been affirmed by international rating agencies, including the financial strength ratings of "A" by Standard & Poor's and "A2" by Moody's Investors Service

Photo Caption:



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