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Beyond the Bot
How AI enables Sofia to exceed expectations

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For most people, a "chatbot" is basically an interactive FAQ that provides stock answers to common questions on a given topic. That's fine when shopping online, but when it comes to employee benefits, things get a bit more personal.

We created our AI-enabled personal benefits assistant, Sofia, to connect with people differently. Whether they're enrolling in benefits, adding a dependent or figuring out their copay, Sofia creates a user experience that's nearly identical to speaking with a live representative.

Here's how she's different from other chatbots.

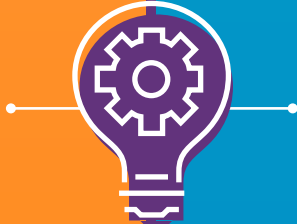## Ordinary CHATBOT | AI-Enabled SOFIA

Built on if/then rules
→ Sofia uses **machine learning** to build her understanding of what employees want and how they ask for it.

Additional functionality is programmed by software engineers
→ Her knowledge **grows with every interaction.**

Responses are limited to a narrow database of information
→ Sofia gets **information from a variety of sources**, including complex plan summaries, vendor APIs and verified websites.

Responses are topic-specific only
→ Her responses are **contextualized.** Sofia even changes the way she talks if the employee appears frustrated.

Recognizes chat text only
→ Sofia can recognize text, **images and spoken language** on laptops, though mobile devices or on the phone.

Provides guidance on the topic requested
→ Sofia can **understand the topic** and provide further guidance based on the member's elected benefits.

With her advanced capabilities, AI-enabled Sofia is changing the benefits engagement landscape by answering people's specific questions with empathy.

She is helping them better understand their choices, when and where they need assistance.

Hi!
你好

She understands written and spoken language, and can respond in kind.

She speaks **27 languages.**

She's available around-the-clock, and can interact with multiple users at the same time—no waiting.

28% of her chats are completed after hours and on weekends.

She has expertise in nearly **170** complex benefits topics.

Since November 2017, she's saved members over **4.5 million minutes** of wait time = over **3,125 days**

See how Sofia performs during Annual Enrollment.
Get the stats here. ▶

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