

PRESS RELEASE

HDFC Life Launches Ezra, a Google Assistant Bot for Stay-at-Home Policy Servicing

- Ezra can handle 200+ policy-related queries
- Empowered with natural language understanding, a policy can be serviced from anywhere
- In May 2020, in the midst of the lockdown, the company had launched Elsa, an Alexa based smart voice assistant bot, which offers a seamless experience for on-the-go policy serving

Mumbai, August 13, 2020 – HDFC Life, one of India’s leading life insurance companies is driven by an operating model that keeps the customer at the centre. With a digital ecosystem head-start, the company is supported by strong tie-ups with multiple partners, proprietary platforms and growth engines.

In the midst of this global pandemic, HDFC Life has relentlessly focused on offering greater convenience and comfort to customers thereby enabling them to manage their policies without having to step out of home. Earlier, in May 2020, the launch of Elsa, an Alexa bot, was one of the solutions provided for ease of policy holders.

The company has now announced the launch of **Ezra**, the Google Assistant bot. Ezra is the latest addition to the company’s family of digital assistants. Ezra is a smart bot having cutting-edge software engineering like dynamic query processing and natural language processing, which are critical to producing a human experience. Ezra offers intelligent services like handling of dynamic queries and offering insights into policies. The bot can successfully answer more than 200 queries.

Customers can access Ezra through the Google Assistant-supported devices by saying “Talk to HDFC Life” followed by setting up their account through a secure authentication process. Once the account is linked, the customer can ask various policy-related queries including requesting services such as fund statement, premium receipt, or policy soft copy. For example, the customer can ask “Hey Google, what is my fund value?” HDFC Life will send the requested information to the chat interface. It is a hands-free way to get information on one’s policy or request services.

Speaking on the launch, Mr Parvez Mulla, Chief Operating Officer, HDFC Life, said: “In the midst of the current pandemic, more people are readily adopting to digital platforms. HDFC Life has seen high adoption of technology-based solutions by policyholders. This encourages us to make our services accessible, easy to use. Ezra, a Google Assistant bot, offers intelligent and personalised query processing for policy-related questions.”

HDFC Life’s vision to re-imagine life insurance is based on five building blocks comprising journey simplification, partner integration, data labs, service simplification and platforms & ecosystem.

Other customer facing bots such as Elle, a website chatbot; NEO 2.0, a Twitter bot; Captain Life, a Facebook bot and Etty, a 24-hour service bot for WhatsApp are widely used by policy holders.

About HDFC Life:

HDFC Life Insurance Company Limited (formerly HDFC Standard Life Insurance Company Limited) ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life Aberdeen, a global investment company.

Established in 2000, HDFC Life is a leading long-term life insurance solutions provider in India, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, Annuity and Health. As on June 30, 2020, the Company had 36 individual and 12 group products in its portfolio, along with 6 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 421 branches and additional distribution touch-points through several new tie-ups and partnerships. HDFC Life has 270 distribution partners through insurance intermediaries. Additionally, the Company also works with adjacencies with 40 ecosystem players. The Company has a strong base of financial consultants. For more information, please visit our website, www.hdfclife.com.

You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.

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