

SUCCESS STORY

How Avis saved 39% of costs in 12 months with AI-powered conversational CX on WhatsApp

- WhatsApp
- Personalization
- Customer support



39% in cost savings in one year

70% of inquiries handled by the digital assistant

85% accurate comprehension and response rate



Insider has enabled us to reach our customers on their favorite channel, faster than ever before. We've made a **39%** saving on our customer support costs, while also decreasing wait times."

Marketing Director
AVIS

Executive summary

When Avis wasn't meeting its customers' evolving digital communication expectations, the global car rental brand partnered with Insider to leverage its AI native platform and enhance customer interactions. By building an AI-powered digital assistant in Insider's **WhatsApp** solution, Avis streamlined inquiries, improved service, and led to significant cost savings of **39%**. With **70%** of inquiries now handled by the assistant, Avis now ensures its support agents can focus on critical conversations, enhancing efficiency and customer experience with an impressive **85%** accurate comprehension and response rate.

About Avis

Established in 1974, Avis leads the global car rental industry with its expansive network and diverse fleet of vehicles. Renowned for award-winning customer satisfaction, Avis prioritizes digital innovation and is redefining excellence in car rental services worldwide.

Why Insider?

Avis chose to partner with Insider due to its impressive AI native platform. As the market leader in AI-driven marketing solutions, Insider's expertise stood out amongst other vendors. Avis, recognizing the significance of AI in enhancing customer communication, wanted to leverage Insider's proven track record to deliver impactful AI-powered conversational CX.

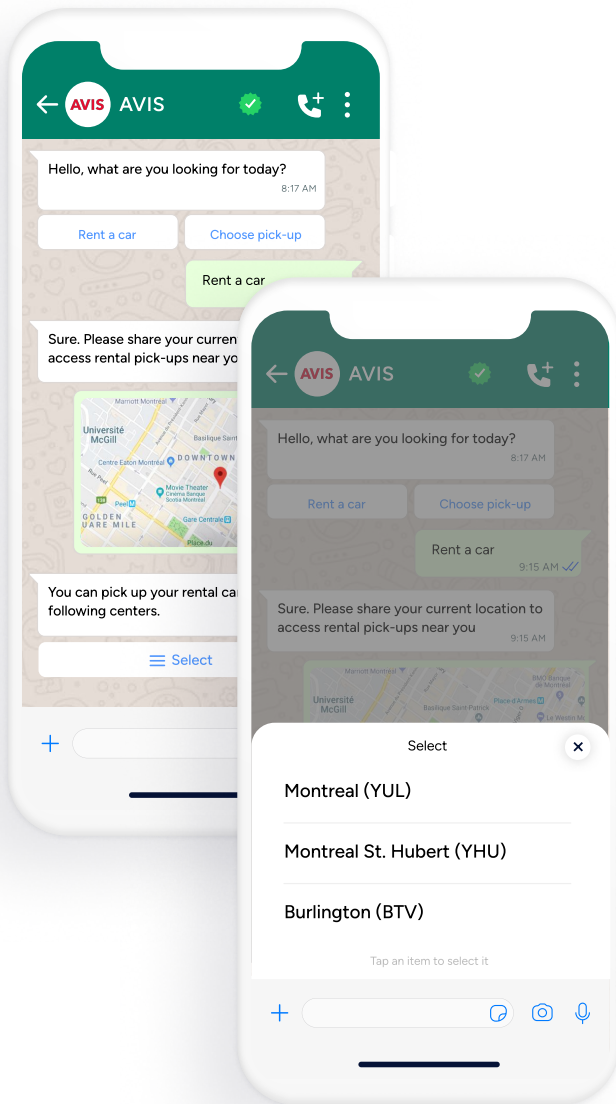
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USE CASE #1

Reducing costs and maximizing impact with AI-powered conversational CX



The challenge

Avis struggled to keep up with its customers' evolving digital communication expectations. The brand recognized the need to enhance customer interactions by incorporating more channels and enhancing customer service with conversational CX.

The solution

Insider worked with Avis to launch its own AI-powered digital assistant on **WhatsApp**. Through extensive workshops and dialog flow development, Avis' digital assistant is trained to handle inquiries related to the brand and car rental processes seamlessly, rerouting the conversation over to a human representative only when necessary. The digital assistant provides contextual recommendations and suggestions and is designed to prioritize customer experiences and personalization in every interaction. With the digital assistant handling over **70%** of inquiries, Avis' can now ensure its call agents are handling the most important, high-stakes conversations, while AI does the rest, driving efficiency and decreasing customer response times.

The results

39%

in cost savings
in one year

70%

of inquiries now
handled by the
digital assistant

85%

accurate
comprehension
and response rate



"Thanks to Insider, Avis' AI-based digital assistant can complete **70%** of its conversations on its own, without falling back on live agents. This increases our confidence in AI-powered customer communications and has increased customer satisfaction."

AVIS Marketing Director



Summary

“Insider’s AI digital assistant has transformed our customer service and communication methods here at Avis. The AI-powered conversations are contextual, accurate, and can be delivered in seconds, and in just one year we saved **39%** of our customer service costs.”

AVIS Marketing Director

Looking ahead

Avis is looking to expand its use of Insider’s **WhatsApp** solution with **WhatsApp Flows**, which enables end-to-end purchasing, renting, and booking experiences within the app.



Favorite feature **WhatsApp**

WhatsApp is Avis’ favorite solution. When paired with Insider’s AI-powered digital assistant, it has transformed customer support for the car rental brand, increasing efficiency and saving costs.

About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider’s platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

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