

# From small letters to small talk

## Banco Best and simplesurance start selling insurances in a chatbot

**17<sup>th</sup> December 2019** – Banco Best and simplesurance have successfully started selling mobile, laptop and tablet insurances via BEA (Best Electronic Assistant), the Bank's chatbot that is available at the website and Facebook Messenger.

This is a unique proposition in the Portuguese market, allowing the customers to engage with the chatbot 24/7, asking questions about the insurance products, their characteristics and features. Once the client has understood the advantages, BEA starts asking questions about the device in order to run an online real-time simulation, providing competitive pricing for the mobile, tablet or laptop. After accepting the offer, the chatbot guides the customer through the rest of the journey. Following the successful purchase, simplesurance will send the certificate of insurance directly to the customer.

All processes run in real-time using the latest technologies from Artificial Intelligence with Natural Processing Language (NPL) to real-time underwriting and offering of insurance products by simplesurance in cooperation with Allianz. This is a milestone in terms of tech-integrations, which opens innovative new distribution paths in the European market.

Madalena Torres, CEO, Banco Best commented: *"This is an amazing achievement and reinforces Banco Best's commitment to be ahead of the curve. We have gathered an extraordinary partnership that enables us to adapt and seize new opportunities in our business model. Because the chatbot BEA works 24 hours on our website and Facebook, we improve the customer experience and promote financial inclusion using a cutting-edge technology delivered in a simple way."*

For this project, Banco Best developed the API integration with simplesurance on top of the Visor.ai chatbot platform, a cross border implementation that encapsulates not only the technology but also the building of knowledge to support the customer queries.

This innovation makes Berlin-based startup simplesurance, the leader in the InsurTech industry, having developed an insurance service platform which is one of the first to process a full end-to-end insurance subscription using a chatbot.

Robin von Hein, CEO & Founder, simplesurance, said: *"We are more than happy to have teamed up with such a tech-driven cooperation partner in the financial industry, capable of creating a unique customer journey. The chatbot integration is just the beginning of a fruitful partnership and we look forward to realizing more innovative and situative insurance products with Banco Best."*

Both companies will enhance the partnership developing more integrations and deliver new products in the near future.

**- END -**

[TBD:images of the bot ]

## Notes to editors:

### About simplesurance

simplesurance creates a platform for simple access to insurance. The unique platform is continuously developed and optimized to offer transparent and efficient insurance service to connect people and business, anywhere and anytime.

The Berlin-based market leader develops innovative cross-selling solutions for e-commerce that integrate into the checkout process of online shops and allow the purchase of insurances at the point-of-sale in 29 countries. More than 2,500 B2B partners including companies like OnePlus, Huawei Technologies, Rakuten, Revolut, Real and computeruniverse use the innovative power and flexibility of the company's cross-selling platform.

Moreover, simplesurance provides customers in nine countries an easy and convenient way to purchase product insurances in its own B2C platform <https://www.simplesurance.com>.

Additionally, simplesurance offers all customers in Germany an innovative digital broker service to manage all their insurances on their smartphones. Founded in 2012 simplesurance has over 150 employees from across 30 nations all working in the headquarter in Berlin and their office in Tokyo.

Find more information on

<http://www.simplesurance.com/>

### About Banco Best

Best is a Bank based in Portugal expert in Banking, Asset Management and Trading, with financial products and services on a global scale, based on a technological state-of-art platform to manage everyday banking, invest and trade in a quick and simple way. The wide range of investment products, including more than 3,000 funds managed by more than 65 international management companies reflect it's independent and highly diversified character, as well as the strong dynamics of innovation, and was awarded for 'Financial Innovation' in the Euronext Lisbon Awards 2018. With omnichannel integration (web, mobile, contact center) and total accessibility, it also has avast network of professionals expert in financial markets with high mobility and availability.

Know more about Best in [www.bancobest.pt](http://www.bancobest.pt)

### About Visor.ai

Visor.ai is a startup founded in July 2016 in Portugal, in the aftermath of the accelerator program Smart Open Lisboa. Automates client interactions between the companies and their audiences, not only for customer support but also for marketing purposes. It has offices in Spain and in Portugal. Has several significant clients from banking, insurance, telco, payments, Oil & Gas and Municipalities.

More information at: [www.visor.ai](http://www.visor.ai)

### Press Contacts

Banco Best

Elisabete Santos

Tel: +351 218 839 353

E-Mail: [mesantos@bancobest.pt](mailto:mesantos@bancobest.pt)

Lisa van den Heuvel

Phone: +49 (0) 30 688 316 222

E-Mail: [press@simplesurance.de](mailto:press@simplesurance.de)