



AI WHATSAPP ASSISTANT FOR INSURANCE

Your claims desk, **always** answering.

The one who answers every policyholder, every time.

Claims first notice, claim status, hospital pre-approvals, renewals, documents and complaints, all handled in Arabic and English, 24 hours a day, on your own WhatsApp Business number, in the name you choose.

BUILT FOR INSURANCE DESKS

24/7 on WhatsApp Business

Arabic (incl. Lebanese) + English

Understands clients' voice notes

Unlimited parallel conversations

Live in 2 to 4 weeks

One-time build + flat monthly

MSPE

AI assistants for insurance
Baabda, Lebanon · mspe.pro

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12 things it handles inside your company

Every one of these runs on your existing WhatsApp Business number. No app for policyholders to download. No new system for your staff to log into.

01

Policy & coverage questions

"Is physiotherapy covered?" "What is my motor deductible?" answered any hour, in Arabic or English, from your product library and network rules.

03

Claim status tracking

"Where is my claim?" answered instantly with the real status. One message to the desk, one list for the adjuster, instead of twenty calls.

05

Renewal reminders

Automated WhatsApp reminders before each motor, medical or life renewal, with a payment link. Polite follow-ups on expiring policies, without cold calls.

07

Documents on demand

Insurance certificates, policy copies, attestation letters: the assistant logs the request, routes it for approval and notifies the client when it is ready.

09

Lead capture for new business

Every quote enquiry (motor, medical, fire, travel) becomes a lead logged with the full conversation context, and queued for business hours.

11

Emergency & mass notifications

Storm, road closures, system downtime or an accident surge: one command from your team notifies every affected client in seconds. No app needed.

02

Claims first notice (FNOL)

Client sends crumpled-car or hospital-report photos, the assistant captures policy details, photos and police report number, opens a claim file and alerts your adjuster. No 7 AM calls.

04

Hospital pre-approvals

Collects medical reports and admission details, logs the request for your medical officer, and keeps the client updated on exactly where the approval stands.

06

Premium payments & links

Sends instalment reminders and payment links, confirms when payment lands, and logs the receipt. Accounts stay out of awkward phone territory.

08

Network directory

Nearest contracted hospital, lab or garage, its hours and covered services, answered with current data, so clients stop calling reception to ask.

10

Complaint intake & routing

Tone-aware, never argues. Captures the complaint with its history and creates a private ticket for your claims or compliance manager, resolved internally before it ever reaches the Insurance Control Commission.

12

Leak-proof by design

Strangers get no access to client data. Internal tools answer only to your verified staff numbers, and every outgoing message passes a redaction filter.



A day inside your claims desk, with it on duty

This is what the office actually looks like once it is live.

04:50

DIASPORA

A client in Dubai asks about her mother's admission

Pre-approval question at midnight Beirut time. The assistant answers in Arabic, confirms coverage against the policy rules, and starts the pre-approval. The medical officer sees it flagged when they arrive at 8 AM.

07:15

RUSH HOUR

Rain-streak overnight: 11 accident first notices

Clients send photos of crumpled cars and constats. The assistant captures every policy number, location and police report reference, opens 11 claim files and confirms to each client. The adjuster walks in to a tidy queue instead of 11 voicemails.

10:45

RENEWALS

Renewal batch for the week

400 policyholders are due this week. The assistant has already sent each a reminder with a payment link; by noon 61 have confirmed payment. The accountant sees every receipt logged with its policy reference.

13:00

HOSPITAL

A coordinator chases a pre-approval

A coordinator messages about a late admission tonight. The assistant checks the request status, relays it, and confirms the approval number. No phone chain between hospital, desk and medical officer.

16:30

COMPLAINT

A client disputes a deduction

The message comes in angry. The assistant recognises the tone, does not argue, captures the complaint with the full chat history, and opens a private ticket for the claims manager. Documented long before it becomes a regulator file.

19:45

BROKER

A broker abroad requests an insurance certificate

The assistant logs the request, drafts the standard certificate and queues it for issuing-team approval tomorrow morning. The broker gets a confirmation with the ETA instead of silence.

23:00

EMERGENCY

Towing partner goes offline

A towing-network partner goes offline. One command, the assistant notifies every client whose case is open with the alternative numbers, before reception even hears about it.



What your company gets

The assistant

- ✓ **Your own assistant**, trained on your products, network rules, tone and name. Not a generic bot.
- ✓ **WhatsApp Business number** (new or your existing one). We set the number up for you if you do not have one.
- ✓ **Arabic & English by default**, including Lebanese dialect and clients' voice notes. French on request.
- ✓ **Connected to your systems**: policy records, claims files, renewals, documents and leads. ERPNext works out of the box, your existing system over API.
- ✓ **Human hand-off built in**. Medical and sensitive questions go to your verified staff numbers, recognised by number, never a dead end.

The service around it

- ✓ **Weekly performance report**: chats handled, claims captured, renewals confirmed, complaints routed, satisfaction.
- ✓ **Continuous tuning**: every unanswered question becomes an answer the following week.
- ✓ **Full transcript archive** for compliance review and for responding to policyholder complaints.
- ✓ **Encrypted, role-based access**, with a redaction filter on outgoing messages, on infrastructure we back up and patch.
- ✓ **Named Lebanese support**: you call people you have met, in your time zone.

Built to work with your IT team, not around them

Your IT staff stay in charge of the company's systems. We bring one service and plug it in where they tell us to.

Nothing to install

No new hardware, no server in your office, no software on staff machines.

Your IT approves the access

Read access to the fields they choose, revocable by them at any time.

We carry the running of it

Hosting, updates, monitoring and backups of the assistant are ours, not another job on their list.

Engineer to engineer

Your IT gets the integration documentation and a direct line to the engineer who built it.

Investment

One-time build fee plus a flat monthly service fee, priced against what one claims-desk FTE costs you every month, not per message and not per policyholder. Nothing is metered, so a rainy week does not produce a surprise bill. Exact quote after the 15-minute discovery call. We measure deflection on *your* numbers after 30 days and show you the report.

NEXT STEP · 15 MINUTES

See it answer a real coverage question.

Book a short demo. Your assistant will answer a real coverage question, capture a mock accident claim and send a renewal reminder, end to end, in front of you. No slides, no commitment, and you will know within fifteen minutes whether this fits your desk.

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