

95% Faster Case Resolution Through AI-Driven Unified Social Care

Tawuniya Insurance · Saudi Arabia · Sprinklr Service & Insights

■ Sprinklr CX Leader Award — CX Connect 2024

Recognition for digital CX transformation excellence

Tawuniya brought seven social and messaging channels onto one intelligent platform — AI that resolves, backed by agents who know the full story.

PLATFORM Sprinklr Service & Insights

AT A GLANCE

Client	Tawuniya Insurance
Industry	Insurance — ME leader
Geography	Saudi Arabia
Platform	Sprinklr Service & Insights
Scope	Social care, AI routing, automation, analytics

95%

FASTER CASE RESOLUTION

56 sec

WAIT TIME (WAS 45 MIN)

80%

FIRST CONTACT RESOLUTION

51-83

CSAT SCORE

+25%

EMPLOYEE SATISFACTION

THE CHALLENGE

Fragmented systems in a high-complexity environment

Serving millions of customers in a highly regulated industry, Tawuniya faced complex product inquiries, high interaction volumes, and rising expectations for personalised digital engagement. Despite a strong digital presence, operations relied on fragmented systems and manual workflows.

- **Siloed channels** — X, Instagram, Facebook, TikTok, LinkedIn, WhatsApp and Google Reviews lacked unified visibility.
- **Manual workflows** — Repetitive routing consumed agent time that should have been spent on complex, high-value interactions.
- **Delayed reporting** — Manual processes limited real-time insight into performance trends and root causes of demand.
- **No proactivity** — No capability to proactively communicate with customers during peak periods or critical service moments.

"To remain a market leader, Tawuniya needed to modernise its operating model — unifying engagement channels and embedding intelligence into every interaction."

TAWUNIYA · DIGITAL TRANSFORMATION BRIEF

THE SOLUTION

Unified intelligence, embedded across every touchpoint

Powered by Sprinklr Service and Sprinklr Insights, Tawuniya consolidated all social and messaging channels into a single intelligent ecosystem — AI-driven automation, real-time analytics, and proactive customer communication.

01

Unified Channel Engagement

X, Instagram, Facebook, TikTok, LinkedIn, WhatsApp and Google Reviews consolidated into one platform — creating a true 360° customer view.

02

AI-Powered Case Routing

Intelligent routing and workflow automation prioritise, distribute and manage interactions — accelerating resolution while minimising friction.

03

Workflow Automation

Elimination of repetitive tasks allows service teams to focus on complex, high-value interactions requiring human expertise.

04

Real-Time Operational Intelligence

Live dashboards replaced manual reporting — giving leadership instant visibility into customer intent, service performance and demand drivers.

05

Proactive Journey Communication

Automated outbound notifications during peak periods improved transparency and reinforced customer trust at every critical service moment.

06

Brand Consistency at Scale

A unified environment strengthened brand consistency and reinforced Tawuniya's position as a digitally progressive insurer in the region.

THE RESULTS

Faster, smarter, more human service

95%

Faster Case Resolution

56 sec

Response Time (from 45 min)

80%

First Contact Resolution

51-83

CSAT Score Improvement

+25%

Employee Satisfaction

The impact was immediate. Customers experienced near-instant response times. Agents worked in a unified, data-driven environment. Leadership gained real-time visibility into performance drivers. The transformation elevated Tawuniya's standing as a digital-first, customer-centric insurance leader in the Middle East.

95% faster case resolution — from 45 minutes to 56 seconds.

Delivered by IST Networks · Part of TP Infinity

■ Industry Recognition

Sprinklr CX Leader Award — CX Connect 2024

Regional recognition for cloud-native CX excellence

Ready to engineer your CX?

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