

# The Role of AI-Driven Chatbots in Enhancing Customer Service in Insurance

Hitesh Sharad, Dharti Solanki, CMA Nihar Niak

Parul Institute of Management and Research, Parul University, Vadodara, Gujarat, India

**Abstract:** *The use of artificial intelligence (AI) in customer service has revolutionized the insurance sector. AI-powered chatbots are increasingly being used to maximize customer interaction, streamline processes, and minimize costs of operation. This research investigates the contribution of AI chatbots in insurance customer service by examining their effects on response times, user satisfaction, and overall service quality. A mixed-method research strategy was employed, involving surveys and case studies from top insurance companies. Results show that AI chatbots have a strong positive impact on customer engagement and satisfaction but issues like the management of intricate queries and data security are still an issue. The paper concludes with suggestions on enhancing chatbot performance, such as integrating sophisticated natural language processing (NLP) and hybrid chatbot-human assistance models.*

**Keywords:** AI-driven chatbots, insurance technology, customer service automation, chatbot efficiency, user experience, NLP, digital insurance

