Progressive

Want to chat with Flo? Progressive Announces New Auto Insurance Bot

Insurer Introduces Auto Quoting Tool with Flo Chatbot for Messenger

MAYFIELD VILLAGE, Ohio, Oct. 17, 2017 /PRNewswire/ -- Admit it, you've always wanted to talk to Flo. You want to ask her where she grew up, what type of car she drives, and most importantly you want to ask her about car insurance. That's now possible as Progressive Insurance is bringing a Flo Chatbot experience to Facebook Messenger. This tool, enhanced by artificial intelligence and quoting technology, is now available for all Messenger users via Flo, the Progressive Girl's Facebook page.

The Flo Chatbot makes Progressive the first top 10 US insurance company to allow users to enter information and start the auto insurance quoting process in Messenger, allowing them to interact with Progressive in a familiar, natural and conversational way. If the Flo Chatbot can't answer your question, an experienced Progressive representative will be available to pick up the conversation via phone or private message.

"We know our customers are busy and they're looking for convenient ways to access information about insurance," said Dan Witalec, Customer Acquisition Leader at Progressive. "By creating the Flo Chatbot for Messenger we are able to make the process of getting an auto quote as simple as possible by 'talking' with them exactly where they are: on Messenger."

The new Flo Chatbot will continue to improve over time as it adapts to consumers' needs and inquiries. Below are a few examples of questions the Flo Chatbot will be able to answer:

- I would like to start an auto insurance quote.
- What is a deductible?
- How much car insurance am I required to have?
- How do I get the status of a claim?
- What is your full name?

As of June 2017, Messenger reported 1.38 billion monthly active users worldwide[1]. That extensive user base, paired with Flo's large following on Facebook (4.8 Million followers), makes Messenger the perfect platform to reach many prospective Progressive customers.

About Progressive

The Progressive Group of Insurance Companies makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach us whenever, wherever and however it's most convenient - online at progressive.com, by phone at 1-800-PROGRESSIVE, on a mobile device or in-person with a local agent.

Progressive provides insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, and homes. Home insurance is underwritten by select carriers, including American Strategic Insurance Corp. and subsidiaries (ASI), our majority owned subsidiaries.

Progressive is the fourth largest auto insurer in the country; a leading seller of motorcycle and commercial auto insurance; and through ASI, one of the top 20 homeowners insurance carriers.

Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, Snapshot® and Service Centers.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, trade publicly at NYSE:PGR.

[1] Source: https://www.facebook.com/messenger/posts/1530169047102770?

SOURCE Progressive Insurance

For further information: Mary Shaffer, 440.395.1833, Mary_m_shaffer@Progressive.com

---

Additional assets available online: Photos (1)

https://progressive.mediaroom.com/2017-10-17-Want-to-chat-with-Flo-Progressive-Announces-New-Auto-Insurance-Bot