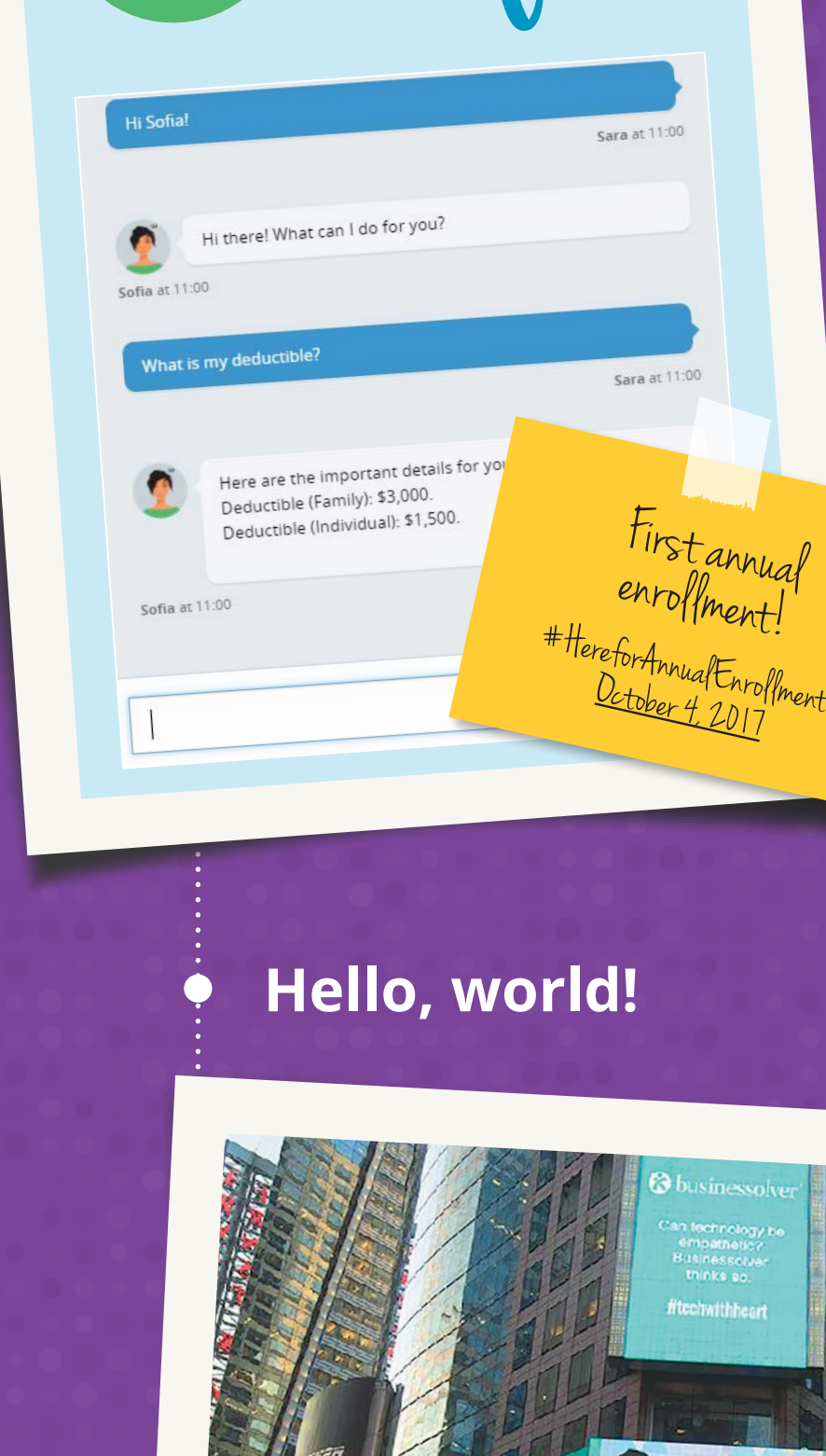




Sofia MOVIN' ON UP

2017: Sofia Shows Up

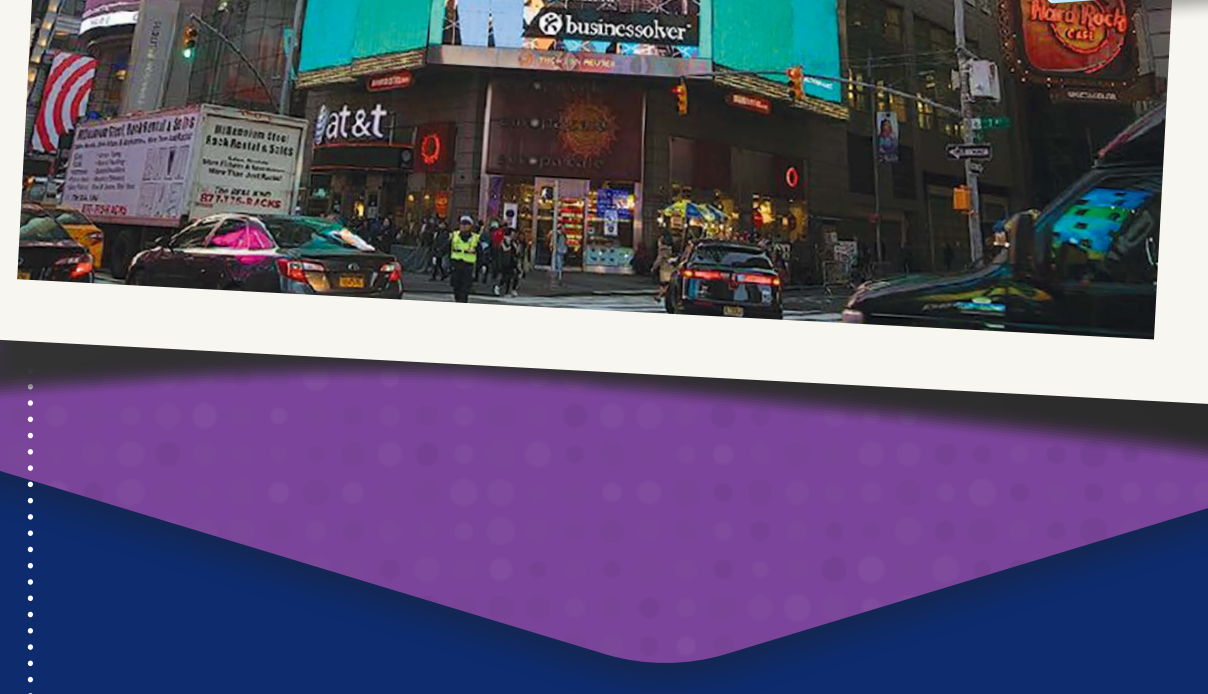
First Annual Enrollment



Report Card

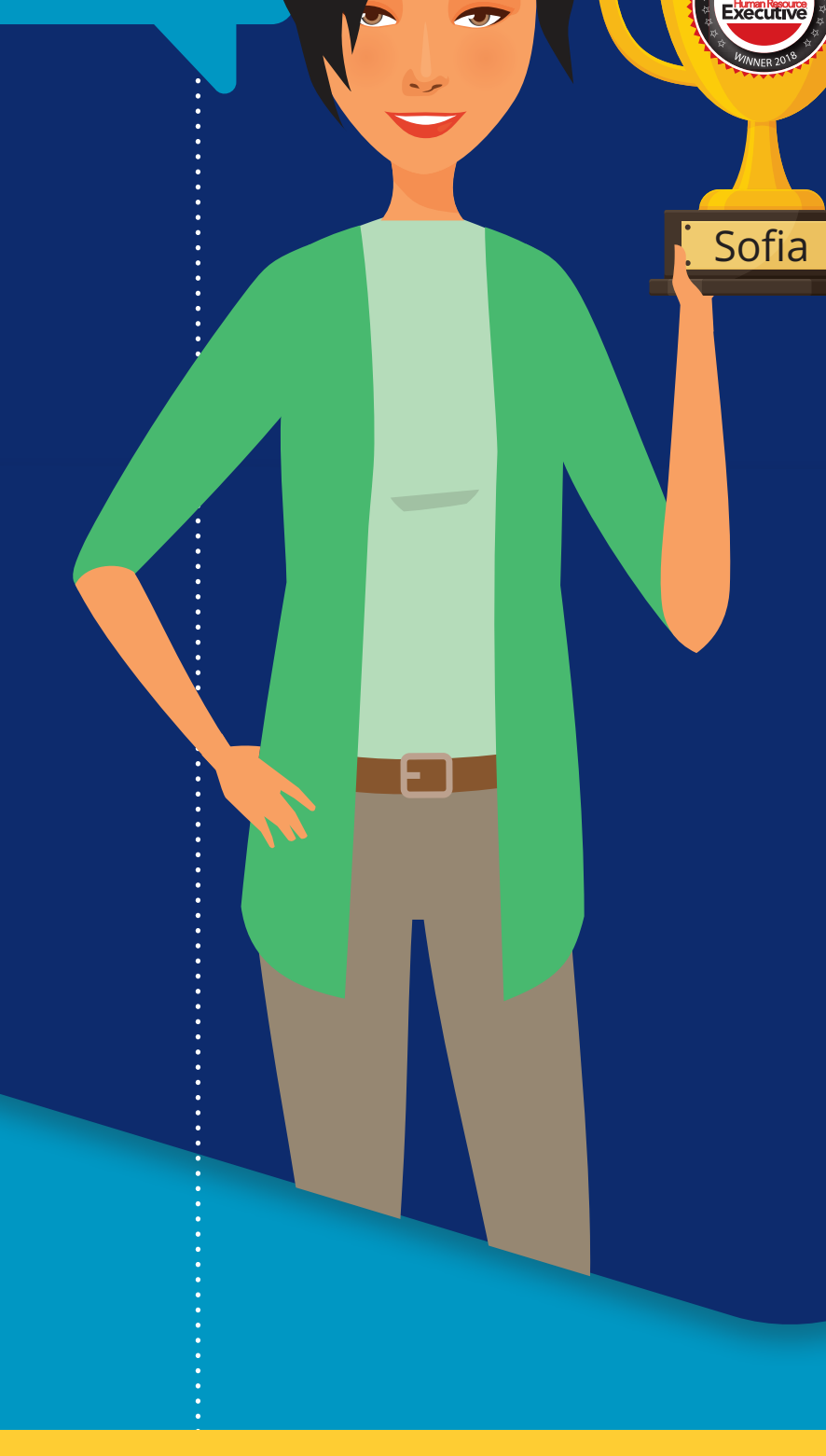
- Born as an innovation entry from **Businessolver's Annual Hackathon**
- Took **14,000 after-hours chats**
- Handled **20% of total chat volume** during initial annual enrollment
- Conducted **25%** of total interactions **after hours**
- Saved 290,000 minutes** of wait time!
- Told **150 jokes**
- Spoke **three languages**: English, Spanish, and French

Hello, world!



2018: Sofia Trophies Up

Voted: Most Likely to Talk in Class

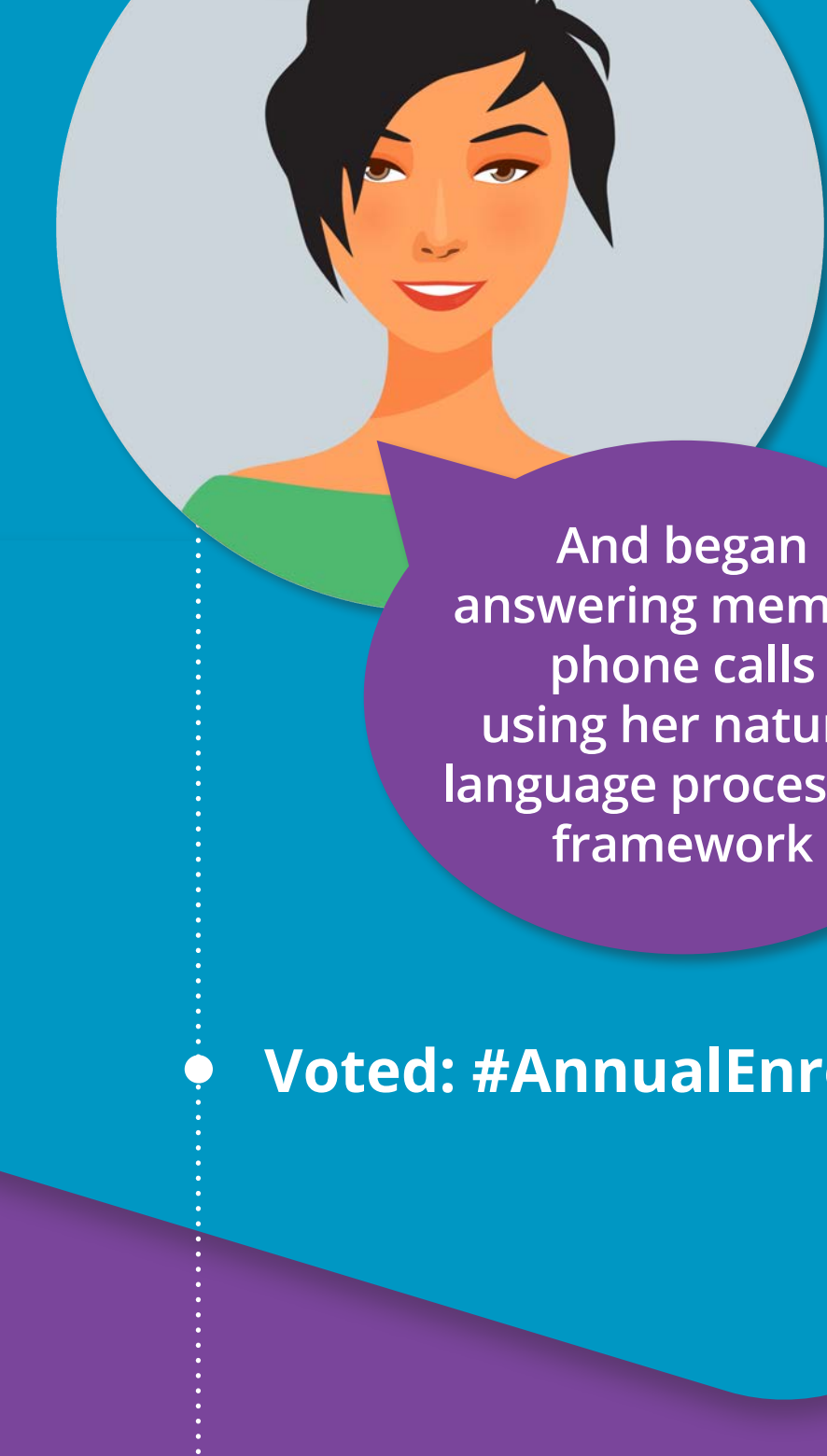


Report Card

- Increased benefits knowledge set by **+250%**
- Resolved 50%** of 2018 total chat volume
- Answered **45,000 chats** about covered dependents during annual enrollment
- Enhanced with **voice recognition technology** and answered questions in six languages
- Sofia creator, **Sony SungChu**, named **Top HR Technology Innovator** by Employee Benefit News for his work on Sofia.
- Recognized as **Top HR Product of 2018** by Human Resource Executive magazine.
- Provided **instant verification** of uploaded documents using optical recognition technology

2019: Sofia Levels Up

Favorite Subject: Languages



Report Card

- Has learned nearly **170 complex benefits topics**
- Took 25% of chats on **nights and weekends**
- Has saved **+2 million minutes of wait time** = 1,388 days!
- Learned to perform **"full content search"** of relevant documents in the system
- Resolved 72%** of total chat volume during annual enrollment
- Moved to the main menu navigation in the **MyChoice® Mobile App**

Voted: #AnnualEnrollmentMVP!

2020: Sofia's Glow-Up

Favorite subject: Vocabulary



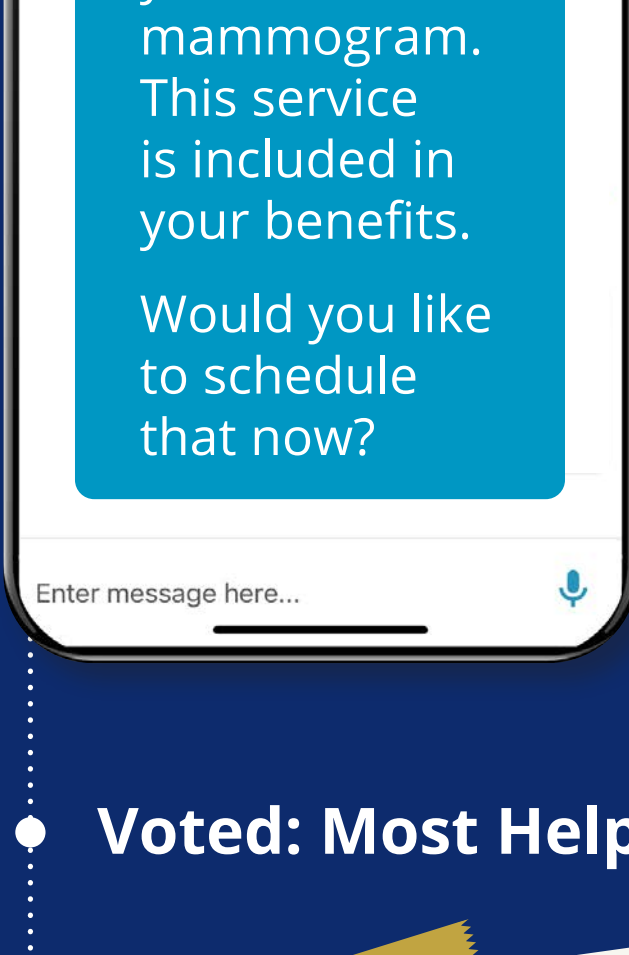
Report Card

- Moved!** Now "lives" in the bottom right where folks expect to see a chat
- Went to consumer directed-health classes after hours and answered **more questions, number of chats and calls** around **FSAs, HSAs, and more**
- Handled **member questions as they made elections** during annual enrollment
- Learned to **read/scan external websites** for more specific answers
- Learned **COVID-19 assistance** to support member questions
- Added **10+ new languages**

2021: Sofia Grows Up

Favorite Subject: Interpersonal Communications

Works with communication tools in Benefitsolver to provide timely reminders regarding care, point solutions, and available benefits.



Report Card

- Now offers quarterly **client-specific reports** detailing most popular topics/questions, number of chats and calls received
- Speaks **26 languages**
- Gets a degree in FSAs**, handling questions about grace periods, carryover, and runoff for each client
- Learns how to answer questions about **CARES Act and ARPA**, staying on the cutting edge of compliance
- Gets a new blog in English with her new blog: **Sofia's Stats School**
- Promotes **client-specific programs** to lead employees to health care support

Voted: Most Helpful



In the first half of 2021 alone, Sofia:

- Had **500,000+ conversations**
- Interacted with more than **175,000 users**
- Resolved nearly 1/3** of her chats after hours on nights and weekends
- Helped **700+ users** navigate questions about COVID-19

2022 and Beyond: Sofia Turns it Up

Future Sofia is definitely considered **"Most Likely to Succeed"** in helping members get fast answers and helping administrators focus on the people in need.

- Continuing Education Plan:**
- Deploy short-term memory:** remembering the response to a user's prior question to provide more accurate and helpful information
- Personalize messaging content** over multiple communication channels
- Schedule outbound calls** for members if she can't help for after-hours and weekend calls
- Learn **smarter IVR routing** to get members the right resources when they call in

