

## **Allstate Business Insurance and Earley Information Science Recognized as Leaders in Knowledge Management by KMWorld**

*Allstate wins the KM Reality Award for an Intelligent Virtual Assistant with an information architecture designed by Earley Information Science serving 12,000 business insurance agents.*

Carlisle, MA ([PRWEB](#)) January 12, 2016 -- KMWorld, the leading publisher, conference organizer, and information provider serving the knowledge management, content management, and document management communities, has announced Allstate Business Insurance as the winner of this year's [KM Reality Award](#) and Earley Information Science as a key contributor to their success. The KM Reality Award recipient is an organization that demonstrates leadership in the implementation of knowledge management practices and processes by realizing measurable business benefits.

Allstate Business Insurance was recognized for their successful implementation of intelligent virtual assistant technology. The Allstate solution, known as ABle (pronounced "Abby") is an online avatar-based expert system that provides 10,000 exclusive sales agents and 2,000 independent agents with guided access to an online knowledge base enabling immediate and accurate answers to customer inquiries while streamlining the process of preparing sales quotations for small business insurance products.

"In choosing Allstate Business Insurance as the winner of the 2015 KM Reality Award, we were impressed by how the company transformed knowledge management from concept to positive reality," said Sandra Haimila, editor of KMWorld. "With help from Earley Information Science, Allstate Business Insurance developed a virtual assistant that provides agents with the answers they need and created a deep taxonomy for its knowledge repository. As a result, Allstate has experienced reduced call volume to call centers, stronger acceptance of its technology and improved business results."

Prior to ABle, an acronym for the Allstate Business Insurance Expert, sales agents found it difficult and time-consuming to provide fast answers to customer questions about Allstate's newly launched commercial insurance products. The company's call centers were becoming overloaded fielding an increasing volume of calls from agents resulting in long wait times and lost business opportunities. Business leaders at Allstate needed a way to make their agents self-sufficient and to accelerate the sales of new business insurance products.

Earley Information Science designed a contextualized architecture and taxonomy for Allstate's extensive business insurance information assets enabling the next-generation of knowledge management - the intelligent virtual assistant. The design allows ABle to quickly find answers to business insurance questions as it queries a rich content repository and uses curated search to maximize the relevancy of results returned to sales agents. The system can provide "best bets" by knowing where agents are in the quotation process and provides instant access to the most appropriate information to meet their needs.

"Allstate's strategic vision and its requirement for an advanced information design were the keys to the success of this project and its impact on their business," commented Seth Earley, CEO of Earley Information Science. "ABle is a great example of how an organization can connect its two most critical assets – its people and its information."

ABle has become the primary communications channel for Allstate to engage with its agents and ensures they



always have the most accurate and up-to-date information available. As a result, the company has been able to dramatically reduce its call center call volume while improving the efficiency and performance of its agents. The impact on the growth of commercial policy sales and on the operational efficiency of the business since the arrival of ABLe has been significant. [Learn more about the ABLe Intelligent Assistant solution.](#)

About Earley Information Science: EIS helps organizations drive digital business innovation, enhance customer experiences, and increase operational performance. The company helps establish a strong information architecture and management foundation to drive strategic business outcomes and enhance operational performance. EIS has over 20 years of experience in working with Fortune 1000 organizations globally across many industries. Corporate headquarters are in the Boston metropolitan area with consultants working on projects around the world. For more about Earley Information Science visit our website at [www.earley.com](http://www.earley.com) or contact us at [info\(at\)earley\(dot\)com](mailto:info@earley.com).



**Contact Information**

**Sharon Foley**

Earley Information Science

<http://www.earley.com>

+1 423-797-1575

**Karen Howley**

Earley Information Science

<http://www.earley.com>

781-812-5551

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