



SHARING THE LOAD WITH VIRTUAL SUPPORT AGENTS

How Infosys BPM helped MS Amlin modernise its legacy engagement channel with a virtual chatbot

Abstract

Darren Munsey, Head of IT Service Management at MS Amlin, was facing mounting pressure on his service desk due to a reactive support model that relied on resource-heavy engagement channels. With resolution times creeping up and agents consumed by repetitive tasks, he partnered with Infosys BPM to modernise the system. This case details how Infosys BPM introduced a 24x7 virtual chatbot, which helped resolve 55% of all queries without any agent intervention, delivered a CSAT score of 9.27, and led to measurable improvements in resolution speed and user experience.



A support system stretched thin

Darren Munsey is the Head of IT Service Management at MS Amlin, a global insurance and reinsurance provider with over 4,500 employees worldwide. In this role, Darren is primarily responsible for keeping the organisation's IT infrastructure, security, and service operations running smoothly.

While his processes were functioning well overall, Darren had recently begun to notice early signs of strain in the IT support model. During a routine review, he identified a gradual upward trend in mean time to resolve (MTTR) metrics, reflecting delays in ticket resolution.

MS Amlin relied on traditional engagement channels—such as calls and service portals—for every customer issue,

no matter how routine. Password resets, access requests, basic troubleshooting, and ticket status checks were all routed through the same queues as complex infrastructure and security incidents.

The overall support model was structured around traditional human led workflows, standard across the industry at the time. With support limited to office hours, IT agents were spending a disproportionate amount of time on repetitive, low value requests, leaving limited bandwidth for proactive improvements and strategic initiatives.

Recognising the diversity of the user environment and the growing demand for support, Darren began exploring ways to introduce additional engagement

channels, minimise manual intervention in routine queries, and improve overall agent productivity. Drawing on MS Amlin's long-standing partnership with Infosys BPM—already supporting multiple infrastructure, security, and service management functions—he reached out to Brinda Goyal, the Infosys BPM Project Lead, to align on the new requirement.

Over a series of meetings, Darren walked her through the dashboards, highlighted the challenges, and emphasised the need to modernise the existing engagement channels before they began impacting broader service performance.

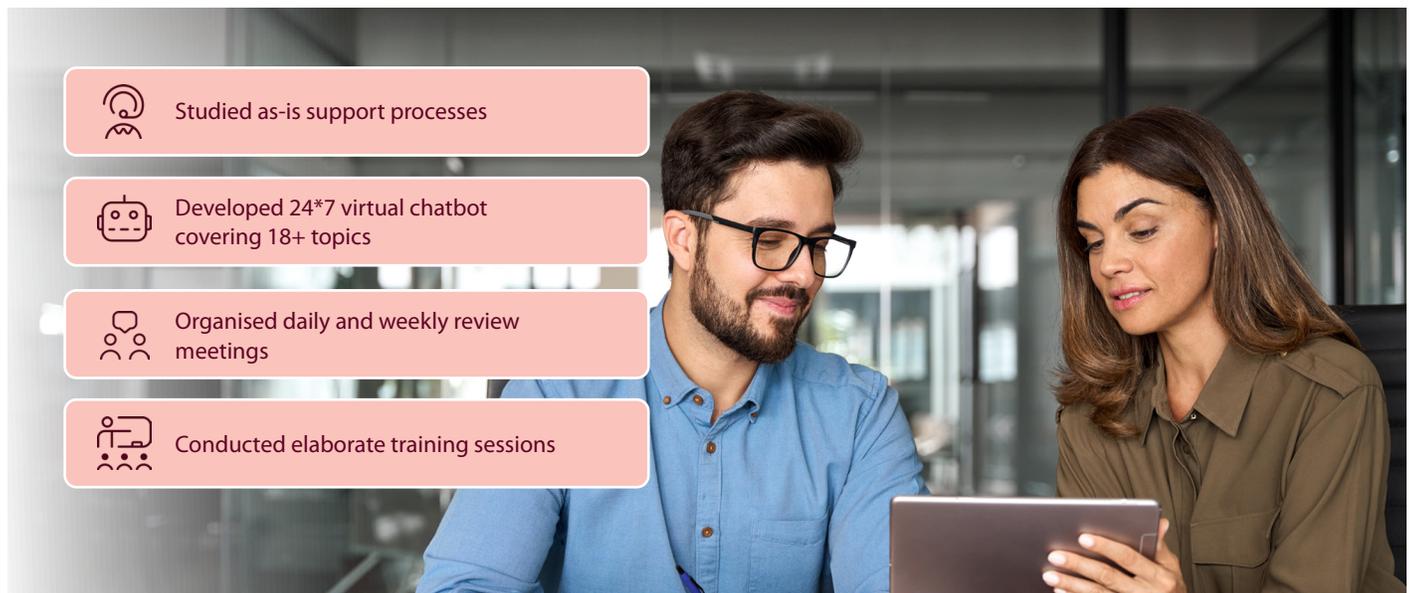
Unloading to virtual agents

With Darren's priorities clearly outlined, Brinda moved quickly to translate the challenge into a practical, scalable solution. She engaged with the operations team to assess the existing workflows and identify the most effective way to introduce new engagement channels while optimising processes.

After a detailed review, the team aligned on implementing a virtual chatbot within MS Amlin's MS Teams platform—integrated with their ServiceNow portal in the backend. The chatbot would serve as a 24/7 first line of support, capable of handling repetitive requests without manual intervention.

Brinda proposed the concept to Darren, explaining how the bot would absorb a significant portion of daily volume and free IT agents to focus on complex incidents and higher value tasks.

Approach summary



Impressed with the solution, Darren promptly approved the implementation. Brinda and the operations team moved quickly, delivering the first proof of concept (POC) soon after. Darren's positive feedback and thoughtful inputs helped further refine the conversation flows and backend logic. With the POC validated, the team shifted seamlessly into full scale execution within a month, working toward a tightly committed go live scheduled two months later.

To maintain momentum, Brinda structured the build across three focused sprints, covering 18 high impact support topics. She held daily check ins to address blockers and weekly demos to ensure full transparency and continuous alignment with business and operations.

Moving at an impressive pace, the operations team completed development with additional topics beyond the original scope—without extending the timeline. They also conducted training and detailed handover sessions to ensure MS Amlin's team was fully equipped to manage and scale the chatbot independently.

With training complete, the bot went live as scheduled. Shortly after, the team encountered a few integration challenges. Some MS Teams single-sign on (SSO) capabilities had not been available during earlier testing in lower environments, leading to access-related issues in production. The team worked closely with Darren and other stakeholders to quickly resolve the concerns.

Brinda also identified a coordination dependency: as the ServiceNow platform owner managed the test to production transition, her team did not have direct access to the virtual agent in production. Troubleshooting required close collaboration, making quick coordination especially important during early rollout.

Despite these challenges, the project remained closely aligned. Prioritising clear communication, rapid resolution, and shared ownership, Brinda and the operations team stabilised the solution quickly. Once the solution had fully stabilised, the chatbot became an integral part of MS Amlin's support ecosystem—laying the foundation for a more modern and resilient IT service model.

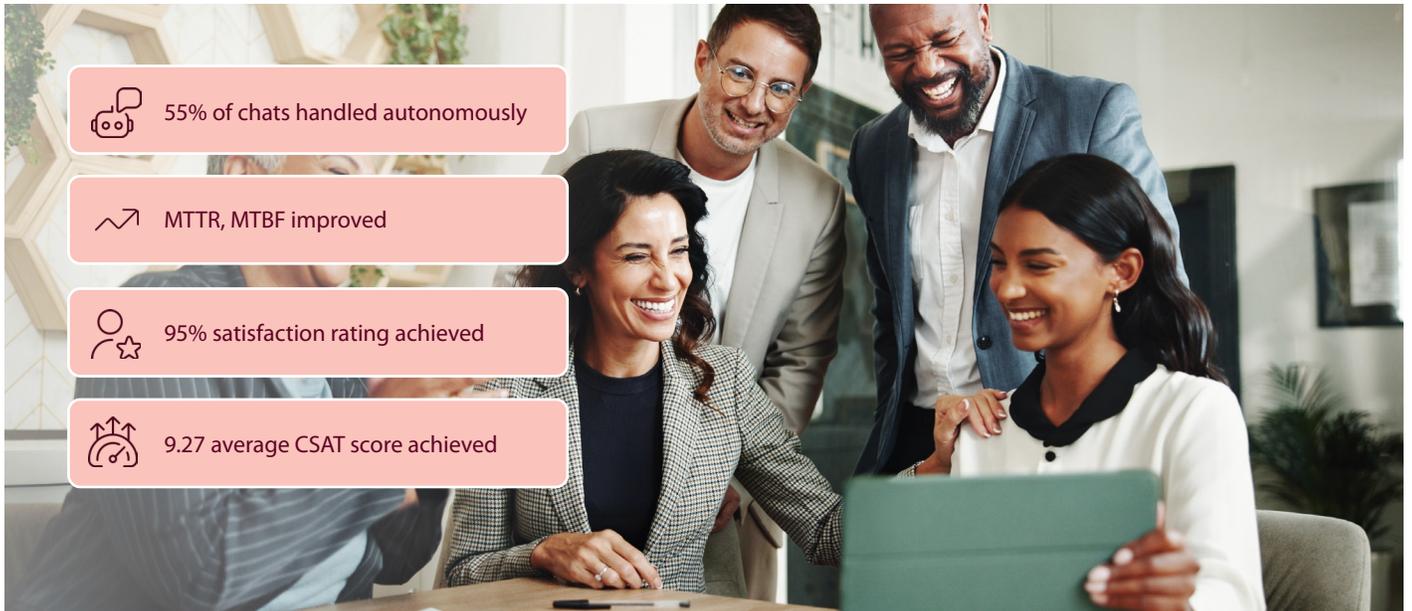
Support at scale, without tipping the scale

Once the chatbot became part of daily operations, the shift in MS Amlin's IT service landscape was unmistakable. Nearly half of all user engagements began flowing through the chatbot, quietly absorbing volume previously destined for agent queues.

About 55% of chat interactions were resolved without a ticket being raised or an agent stepping in. Routine requests like password resets, access queries, ticket status checks, and basic troubleshooting were now handled instantly, at any hour of the day. For Darren's teams, this meant

fewer interruptions and more focus on complex incidents that required human expertise.

Key benefits



As self-service adoption grew, downstream improvements naturally followed. MTTR steadily dropped, operational stability improved, and recurring issues began resolving more consistently—reflected in healthier mean time between failures (MTBF) trends. The introduction of a 24x7 chatbot with intuitive conversational flows

reshaped user interactions with IT, helping the bot achieve a 95% satisfaction rating.

The strongest signal came from users themselves: customer satisfaction scores climbed to an average of 9.27, reinforcing the transformative nature of the initiative. Darren's vision of a smarter, proactive, and less human dependent support model had

finally taken shape.

Delighted with the outcomes, he formally acknowledged Brinda and her team for their relentless execution and clear communication throughout the project. It's safe to say that this initiative lifted a significant operational load from MS Amlin's support model.

**Names have been altered to preserve the identities of the people involved.*

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