

DEBEKA CUSTOMER SERVICE - INTELLIGENT RESPONSE MANAGEMENT COMBINES QUALITY WITH EFFICIENCY

The Debeka Group relies on excellent customer service as a competitive advantage. To meet the challenges posed by more than 60,000 emails per week, they implemented a highly automated solution with smart FLOW. This intelligent response management system ensures automated routing of inquiries to relevant departments and supports the service staff with appropriate response modules. This means that policyholders quickly receive high-quality responses to their inquiries.

**CUSTOMER**

Debeka Group

COUNTRY

Germany

HIGHLIGHT

Intelligent response management combines quality with efficiency in customer service

PRODUCT

smart FLOW

**USING EXCELLENT CUSTOMER SERVICE
AS A COMPETITIVE ADVANTAGE**

Thanks to its broad range of insurance and financial services, the Debeka Group is one of the leading companies in the German insurance and building society sector.

Outstanding customer service is a crucial quality feature and a decisive differentiating factor in a competitive environment. The speed of response to customer e-mails is of central importance, and Debeka sets high standards for its service levels in this area.

With around 60,000 e-mails per week in Debeka's customer service department, the aim was to speed up assignments to the individual insurance divisions, routing to the corresponding back offices and service centers, and detailed classification and processing of content using high levels of automation.

The aim was to close cases quickly while maintaining the highest possible quality.

CHALLENGES

- ✓ High volume of very heterogeneous customer inquiries
- ✓ Manual routing of requests is time-consuming, laborious, and error-prone
- ✓ Lack of e-mail history impairs the informative value of the service
- ✓ Process analysis for QA and optimization difficult

"We already had an excellent experience with Insiders - so it made sense to use the same AI platform for customer service. The smart FLOW response management solution also impressed us with its performance."

MARC DREWING

GROUP HEAD OF INPUT MANAGEMENT,
DEBEKA VERSICHERUNGSVEREIN A.G.

AI-SUPPORTED RESPONSE MANAGEMENT TAKES CUSTOMER SERVICE TO A NEW LEVEL

The sheer number of daily emails that must be processed - around 8500 - makes it clear that manual forwarding alone, even supported by Outlook rules, cannot be effective in the long term. In addition, the range of information sent is enormous.

This includes unstructured texts, attachments in various formats, including images, and structured input from web forms from various portals. Regarding content, the inquiries cover all areas and services of Debeka - from general insurance to health and life insurance to the building society.

Several essential requirements drove the design of a new approach to response management at Debeka and, ultimately, the selection of a new solution. Supporting early recognition of the different insurance lines was essential to provide a division-specific autoresponder. The effective detection of duplicates in incoming messages would then avoid duplication of work.

The focus was on user-friendliness for customer service employees and powerful template functions that enable queries to be answered quickly. A seamless customer contact history was crucial to working with an omnichannel strategy across various channels such as WhatsApp for Business.

Debeka has already been using a pioneering AI platform in input management for many years — more than 16 million document pages per year are processed with smart FIX from Insiders Technologies — so it made sense to evaluate

the response management product smart FLOW on the same platform. The increased use of AI functions in smart FLOW also promises an entirely new level of automation in the future.

smart FLOW demonstrated outstanding performance in terms of all requirements. Several factors influenced the decision to use the Insiders' solution. These included using the existing smart FIX functions, the excellent customization options, and the synergies in know-how and operational processes.

SUCCESSFUL IMPLEMENTATION

Debeka introduced smart FLOW itself after some brief training supported by Insiders Technologies. With an agile approach, enhancements, and bug fixes are usually implemented in two-week sprints. The Debeka team found collaborating with the Insiders experts uncomplicated, with Insiders support team always responding quickly and constructively to any issues.

Debeka was already familiar with the technology of smart FIX, which made implementation easier. Configuration using XML was simple, and a well-structured set of rules made it easy to control processes.

In general, Insiders Technologies' products are very straightforward regarding individual customizations. For example, easily adaptable templates and Java Script support customizing the front end.

THE RESULT IS IMPRESSIVE

Today, Debeka manages the many e-mails coming into customer service with a good interplay of all technical components. In particular, smart FIX and smart FLOW interlock

"Customizing smart products is easy. As they are developed close to the .net standard, you can easily develop your code, and the products are easy to try. So far, there hasn't been a single requirement that we haven't been able to implement."

DR. JOACHIM FRIEDRICH

SOFTWARE DEVELOPER,
DEBEKA VERSICHERUNGSVEREIN A.G.

seamlessly and classify incoming e-mails, extract necessary data such as contract numbers, enrich the processes with extracted information, and route the inquiries automatically to the relevant departments. The previous manual effort involved in routing inquiries is now a thing of the past, meaning that the overall processing time has also been significantly accelerated.

In the Service Center, the clerks now receive requests in the context of the communication history. For example, if a customer had forgotten an attachment in their first email and sent it in a second email, the service staff used to have to laboriously search for the email history manually—today, it is already available in an orderly fashion.

Around 90% of responses in the Service Center can be generated from pre-set modules, which greatly simplifies employees' work and ensures a consistently high quality of responses.

BENEFITS

- ✓ Automated classification and distribution of requests to the responsible office
- ✓ Division-specific autoresponders ensure a fast response
- ✓ Clerks have an overview of the entire communication history
- ✓ Tailor-made answer modules make work easier
- ✓ An agile response to exceptional situations is possible

Automating routing opens up new opportunities for analysis and optimization regarding SLAs.

Thanks to flexible selection options, responding intelligently to specific challenges is possible. For example, the current high volume of requests for e-prescriptions is recognized early on and directed to a particular team. This makes the entire customer service process more agile and responsive.

Convinced by the results, the Debeka team is already planning the solution's further expansion. For example, an expansion of the email inboxes included is intended, and the integration of additional communication channels is being considered. An expansion of the workflow to include status messages about processes to the insured parties is also currently being discussed. Thanks to modern AI, Debeka is continuously improving its customer service.

"The introduction of smart FLOW for intelligent response management was a major success. With modern AI, we can improve our service and become more efficient and agile at the same time. A perfect combination."

MARC DREWING

GROUP HEAD OF INPUT MANAGEMENT,
DEBEKA VERSICHERUNGSVEREIN A.G.

KEY FACTS

- ✓ More than 8,500 e-mails are processed on the same day
- ✓ 90 percent of inquiries can be answered with standard modules
- ✓ More than 30 customer mailboxes are distributed automatically
- ✓ Clean separation of four divisions



SMART FLOW: INTELLIGENT OMNICHANNEL RESPONSE MANAGEMENT

smart FLOW is the standard product for omnichannel response management. With smart FLOW, you can communicate effortlessly and in real time with customers via email, Facebook, WhatsApp, or other social media channels - all from one interface. Correspondence is automatically forwarded to the right person in charge, while intelligent suggestions maximize response performance.

www.insiders-technologies.com/en/mailroom-automation/#smart-FLOW

ABOUT THE CUSTOMER DEBEKA

With its diverse insurance and financial services range, the Debeka Group is one of the top five in the insurance and building society sector. Founded in 1905, it has developed from a pure health insurer for civil servants into an insurance group that offers coverage for all private households as well as small and medium-sized companies. Today, it is one of the most successful groups of its kind in Germany.

www.debeka.de



ABOUT INSIDERS TECHNOLOGIES GMBH

Insiders Technologies is a technologically leading and market-established provider of software for Cognitive Process Automation. More than 4,000 customers from all industries rely on the innovative solutions of the product house from Kaiserslautern to optimize their document-centric business processes. As the most successful spin-off of the German Research Center for Artificial Intelligence (DFKI), Insiders has made it its mission to transform cutting-edge AI into real customer benefits. Thanks to the latest Deep Learning technologies, the software solutions understand heterogeneous content, extract business-relevant information, automate transactions and shorten response times. In doing so, the technological pioneering spirit and agility are a guarantee for continuous innovations and products on the pulse of time.

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