



**Customer service from the  
b+s Private Cloud for the Siemens  
Company Health Insurance Fund**

# Case Study



Boasting insurance coverage for over a million individuals, SBK stands as one of Germany's largest corporate health insurance funds and ranks among the top 20 statutory health insurance providers globally. Operating in a fiercely competitive market, SBK is dedicated to maintaining and enhancing its current standing through a steadfast commitment to economic efficiency and cost-conscious operations. This strategic focus is pivotal for SBK as it continues to navigate the challenges and opportunities within the healthcare sector.

How the Siemens Company Health Insurance Fund turned their great customer service into outstanding, multi-award-winning customer service with impressive process and cost optimizations with the help of Bucher + Suter's Cloud Contact Center.



**shorter**  
handling times



**improved**  
accessibility



**reduced**  
training costs

## The project: Goals and challenges

During their initial meeting with the Bucher + Suter team, SBK presented a vision to enhance their customer communication, focusing on efficiency and transparency. The strategy aims to provide seamless service across all touchpoints, achieving a comprehensive 360° customer view, while also streamlining internal processes for greater operational effectiveness. This would be achieved through the following process improvements:

### Internal and external communication requirements

- ~ 2,100 unified communication users with hardphone & Jabber
- ~ 1,500 contact center users with Finesse and CRM pop-up
- ~ 1,950 Webex Meeting users
- ~ 2,100 fax user
- 3 operator workstations
- secretary lines

- **Central availability status:** Improving accessibility and reducing unsuccessful calls.
- **Caller routing history visualization:** Detailed insights into call routing, including wait times, previous connections and agent availability.
- **Enhanced company-wide transparency** through extensive monitoring.
- **Unified telephony solution:** Implementing a standardized phone system across all locations.

Beyond these broad process enhancements, the adoption of a new communication solution also facilitates the integration of individual accountability and specific organizational requirements, including the mapping of deputy responsibilities.

A regulated company with highly sensitive data such as SBK requires strict data compliance with GDPR **and** the SGB - or the German Social Code, which requires strict protection of social service data.

## Solutions offered by Bucher + Suter

Given the requirements, Bucher + Suter recommended an end-to-end solution for unified communication and contact center from the b+s Private Cloud. Bucher + Suter's cloud gives the customer centralized control over every incoming and outgoing interaction, regardless of organization, technology or location.

The b+s Private Cloud is capable of displaying the current status of agents, teams, locations and partners and routes each interaction to the agent with the best skills to handle the request.

The collaboration suite also enables agents to exchange information with colleagues inside and outside the contact center in order to provide customers with even more precise advice.

The b+s Private Cloud contact center is tailor-made for highly-regulated firms handling sensitive data, offering GDPR compliance through rigorously audited certification. SBK benefits from a stable and secure platform, encompassing all maintenance tasks, along with automatic updates and upgrades within the cloud-operated environment.

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**"At SBK, each customer is assigned their own personal contact, available for direct calls. Should their contact be unavailable, our waterfall representative system ensures continuous phone accessibility for our customers."**

Hans Peter Henkel, Head of IT Infrastructure, on customer service availability

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## Execution

Despite the challenges posed by the pandemic, we successfully executed the project entirely through video meetings. The comprehensive process, encompassing planning, preparation, design, specification, implementation, testing, validation, and rollout across 94 locations, along with training, education, and final commissioning, was completed in just 17 months.



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## The 3 phases of the overall project:

(Phases two and three remain in progress)

### Phase 1:

Replacement of the existing telecom solution and the associated contact center solution including ACD.

### Phase 2:

Introduction of new communication channels such as chat. This includes concept development and consulting and, after approval, the rollout within SBK.

### Phase 3:

Concept development for the integration of non-tendered requirements such as resource planning, quality management, analyses and reports or chat- and voice- bots.

Integration into the existing application landscape enabled simple docking to existing processes.

### Professional system support:

administration and configuration  
conducted within SBK, independent  
of provider

### Technical operation:

Operation of the system landscape  
& applications  
conducted by Bucher + Suter

## Result

SBK consistently delivers exceptional customer service outcomes, marked by tangible enhancements in key focus areas. The adaptability provided by remote work options, coupled with enhanced security through the private cloud, further underscore these achievements, solidifying SBK's track record of excellence.

### Reduction of



**Waiting times**



**Response times**  
to foreseeable events



**Average  
processing times**



**Abandonment rate**



**1<sup>st</sup> place**



**1<sup>st</sup> place**

### Increase in



**Availability**  
of the contact person



**Data security**  
& safety



**Integrated reporting**  
across all business units



**Employee  
flexibility**



**1<sup>st</sup> place**



**1<sup>st</sup> place  
(internal)**

