

State of the art call center technology

Health insurance fund ushers in a new era
of customer service





AOK Nordost, established in 2011 in Germany, is a **key player in the insurance industry**, servicing 1.8 million people. With over 5,000 employees, the company is dedicated to providing extensive health insurance solutions and promoting well-being among its insured members.

Requirements

AOK's vision was to introduce a highly available telecommunications and service center infrastructure based on VoIP. The solution needed to be flexible and scalable while simultaneously improving customer service and reducing costs. The system also had to be capable of integrating additional digital channels (like e-mail and chat). Implementation, service, and support were to come from a single source.

Our Services



- Requirements workshops, consulting
- Overall concept creation
- Installation and configuration
- Project management
- Training (agents & team leaders)
- Operation and support

Solution



- Cisco UCCE Unified Contact Center Enterprise
- Cisco Finesse Agent Desktop
- Cisco CVP (Customer Voice Portal)
- SMC (Supervisor Management Console)
- b+s CUIC Reporting Package

Result



- Improvement in work ergonomics
- Enhancement of the service structure
- Improved reporting/monitoring
- High availability due to redundant setup
- Short project duration

Background

Since 1883, AOK has stood for safety and comprehensive medical care in the event of illness. More than 24 million people are insured with AOK—around one third of the population of Germany. Preventative care against health risks, comprehensive benefits in the event of illness, and competent advice in all life situations are a matter of course for AOK. The company is split into 11 regional subsidiaries, which each have their own local offices.

The challenge

With more than 1.75 million insured, AOK Nordost is the largest health insurance company in the region of Berlin, Brandenburg, and Mecklenburg-Vorpommern.

It is an expert partner in all health and care issues, offering excellent service and considerable benefits—at an affordable rate.

Insured persons can solicit personal advice at more than 100 service centers. The range of online information is continuously expanding, and a new live chat service further supports users.

The service hotline can be reached free of charge, around the clock on 0800 265 0800.

Detailed description

After creating a comprehensive concept, Bucher + Suter, together with Cisco, took over the management of the entire project: The Cisco UCCE Contact Center System was connected to the redundant communications infrastructure set up in the AOK data center, and connections were formed to the AOK's own Citrix and downstream backend systems. The central administration supports an immense simplification of internal processes. All locations are linked via IP and can communicate with each other via VoIP.

Bucher + Suter also provided training for AOK employees and ensured that team leaders are informed about the service center's status at all times via modern dashboards. Via a web-based reporting portal, AOK employees can call up statistics on the system and make real-time, data-driven decisions.

Bucher + Suter has been responsible for the ongoing, smooth operation and support of the voice contact center infrastructure since the project's start.



Whether in the background or on-site, Bucher + Suter's uncomplicated, approachable manner and the speed at which they've delivered help have made a great impression on our colleagues in the contact center.

 Andreas Fischer, Head of Customer Service

Special features

- CTI integration into customer's own web-based CRM intranet.
- Web-based agent desktop (Cisco Finesse) in Citrix environment
- Go-live within 4 months of commissioning
- 185 agents distributed over 100 locations

Duration

- Since July 2016

Partners

- xevITGmbH / T-Systems (GU)
- Cisco AS

Digital customer communication of the AOK Nordost

Customer service is changing—the AOK shows us its own way to the Omnichannel Contact Center.

- What do you need to know about the customer journey with a statutory health insurance company?
- Where are potential opportunities for optimization?
- What lessons can be learned?



Next steps

If you would like to learn more about how your company can benefit from the impressive results achieved by AOK, please contact Bucher + Suter.

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