

Maximizing caller satisfaction at SBK with an intelligent callback solution built for optimal efficiency





As a Bucher + Suter Private Cloud customer, SBK partnered with us to ensure the secure, scalable integration of their intelligent ServiceOcean callback solution into their contact center environment. With over one million policyholders, the SBK Siemens Betriebskrankenkasse is Germany's largest company health insurer and ranks among the 20 largest statutory health insurance providers. Competition in statutory health insurance is intense, and expectations for efficiency, service quality, and customer retention are high. **Against this backdrop, SBK is focused on a clear objective: continuously improving service processes while maintaining cost efficiency.**

Initial situation

Telephone customer service plays a central role in supporting SBK policyholders. The teams receive numerous inquiries about benefits, memberships, contributions, or consultations every day. Before implementing ServiceOcean, the customer service team repeatedly faced fluctuating call volumes, especially during peak times or specific campaigns. These fluctuations led to longer wait times for policyholders, increased employee stress, and a rise in dropped calls and repeat callers.

In 2025, SBK was once again named Germany's most popular statutory health insurance provider in a customer survey conducted by the German Institute for Service Quality. Maintaining consistently high service quality under these conditions was a challenge. Available resources had to be used as efficiently as possible without compromising accessibility. SBK was also looking to implement a solution without significant changes to the existing IT infrastructure, and that would keep administrative effort low.



Objectives

PRIMARY GOALS

SBK defined clear goals for optimizing accessibility.



Shorten wait times



Minimize call volume from repeat callers



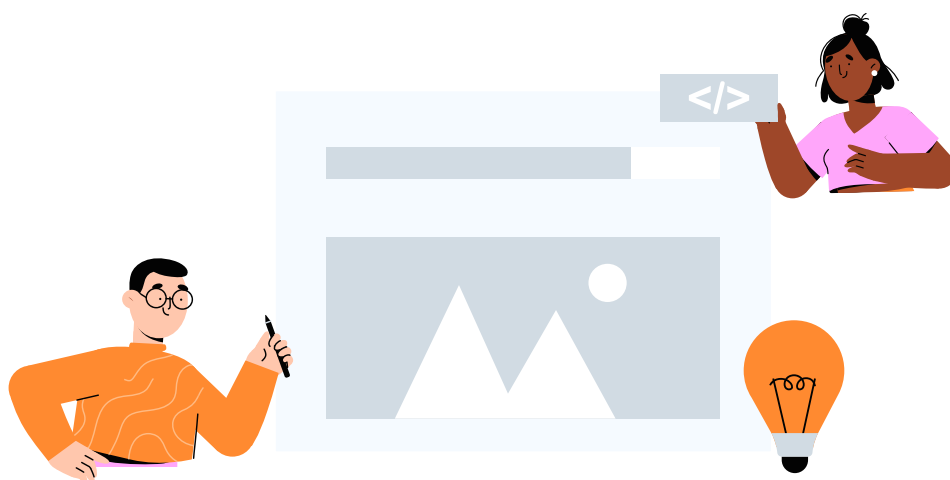
Reduce number of hang-ups

In addition, staff should experience noticeable relief through improved scheduling and workload balancing. At the same time, it was important to SBK that the solution be intuitive and accessible to policyholders without technical barriers.

Solution: ServiceOcean

With the digital callback service from ServiceOcean, SBK chose a proven solution for intelligently managing incoming call traffic. The software automatically detects wait times exceeding a defined threshold. It offers callers a choice: they can remain on hold or schedule a callback later, either directly via phone or through an integrated online function.

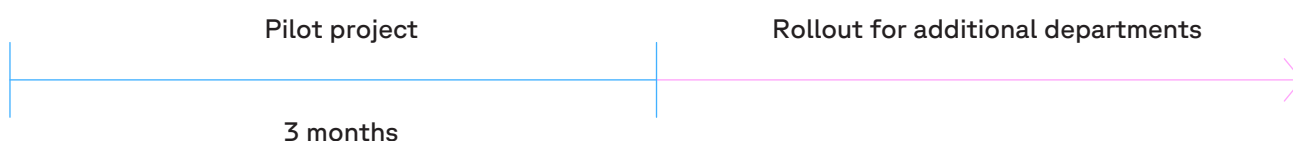
Callbacks are distributed intelligently by the system so they fall into quieter periods and match available capacity. Staff receive the callbacks as regular inbound calls, eliminating the need for adjustments or additional training. Bucher + Suter integrated the solution through existing IVR structures that required no dedicated IT interface, which is a significant advantage for ongoing operations.



Implementation

Bucher + Suter worked with SBK and ServiceOcean to implement the project quickly and remotely. The first step was a three-month pilot in the customer care department to examine how KPIs would develop with the help of ServiceOcean. A rollout to additional departments followed. Implementation went smoothly, as the solution is designed for fast and streamlined deployment.

As an integration partner, Bucher + Suter ensured the implementation aligned with SBK's existing infrastructure and security standards. Internal training requirements were minimal, as the solution integrated seamlessly into existing workflows. SBK particularly appreciated the transparent communication with ServiceOcean and their ability to respond to individual needs quickly and pragmatically.



The result



Since introducing the digital callback service, SBK has noticeably improved its accessibility. The number of dropped calls and repeat callers has noticeably decreased, and positive feedback from policyholders indicates strong acceptance of the service. Proactively choosing a callback time and avoiding waiting on hold is particularly valued.



Clear added value is also evident internally: employees report more relaxed conversations and a calmer work environment, as scheduled callbacks create less pressure than unexpected call surges. SBK is planning to expand the solution to additional service areas and establish it as a long term component of their communication strategy. With support from Bucher + Suter, the integration remains flexible for future service improvements.



By implementing ServiceOcean, SBK has succeeded in improving both service quality and internal processes as a showcase of successful digital progress in healthcare.

Next steps

If you're interested, contact us to learn how Bucher + Suter and ServiceOcean can support your organization's success.

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