Versicherungskammer improves frontline customer experience

An exciting collaboration based on active engagement and discussions between vendor and customer leads to strikingly good results and a measurable performance improvement

Misdirected calls reduced ⟩ **from 40% to 15%**

Challenge:

For many years, Versicherungskammer used a conventional DTMF IVR hotline. Approximately 40% of all callers either made no selection at all or made a wrong one, resulting in incorrect call steering. This caused customer discontent and inconveniences for the contact centre agents handling the queries, and also increased costs for the insurance company.

Solution:

The Virtual Assistant uses natural language understanding delivering high-precision intent recognition for accurate, automatic call steering in accordance with insurance categories: liability, motor vehicle, home insurance, etc. The agent gets the customer conversation keywords/summary on the screen when taking the call, being prepared for high-quality customer service.

Benefits:

- Lower operating costs, increase in turnover, better contact centre metrics;
- Employees can use the time saved for value-adding customer service;
- Improved customer and employee experience; less waiting time on the line for customers;
- Improved efficiency by high-precision intent recognition and skill-group selection;
- Added value of a text pop-up containing the conversation summary helps the operator grasp the topic from the start;
- Misdirected calls have been reduced from 40 % to 15 %;
- Smart service for the digital generation improves the company's image with a tangible sense of innovation.

VERSICHERUNGS KAMMER

The Versicherungskammer Group is part of the Sparkassen-Finanzgruppe – the largest association of financial service providers in Germany. The Versicherungskammer Group is the seventh largest primary insurer in Germany in terms of premium income and employs around 7,000 people. The group of public insurers ranks second in the German insurance market in terms of premium income.

Miriam Ring
Head of Department
Versicherungskammer

"Natural speech recognition is still uncharted territory for many callers. This effort was worth it in view of the benefits achieved for customers and customer satisfaction as well as the added value for our company."

Spitch provides a full stack of omnichannel conversational AI solutions that improve customer experiences and reduce costs

VA Virtual Assistants

SA Speech Analytics

VB Voice Biometrics

CP Chat Platform

KB Knowledge Base

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