

**DAMOVO**

UNDERSTAND. DELIVER. IMPROVE.

DAMOVO HAS IMPLEMENTED A COMPUTER TELEPHONY INTEGRATION (CTI) APPLICATION FOR 1,200 EMPLOYEES ALL OVER THE COUNTRY



# HUK-COBURG



**HUK-COBURG**  
Aus Tradition günstig

**Industry:**  
Insurance

**Region:**  
Germany

**Size:**  
approx 9.000 employees

[www.huk.de](http://www.huk.de)

#### About HUK-COBURG:

With more than seven million customers and members, HUK-Coburg Group is a large insurer for private households in Germany.

Their offer varies from car insurances, liability and accident insurance to legal expenses and healthcare insurances. In addition, they provide building savings contracts as well as the HUK Visa credit card.

Damovo has been taking care of HUK-Coburg for more than 15 years now for their voice communication and data network needs. Prior to this project, the HUK was already equipped with a voice platform from Ericsson with about 4,100 extensions for their two main sites. A further 44 systems for HUK's branch offices with over 3.500 extensions have also been implemented by Damovo. Furthermore, HUK's IP network for LAN and WAN, based on Cisco technology, has also been part of the partnership.

#### Understand

Although Stiftung Warentest, a German consumer protection organisation, has given the HUK-Coburg numerous 'best in class' awards, the ambitious insurer continues to improve its customer care. In an internal survey the company has discovered that there is more room for improvement in regard to its business processes. These were the findings:

- The administrator should be reachable, wherever possible, in the first call attempt.
- The most requests should be resolved with only one call; the administrator must therefore have all information about the customer available to him/her on the screen.
- The personnel placement of their 1,200 employees in the Customer Care Centres could be more efficient.
- Additional cross selling opportunities could lead to more revenue.

The aim of these improvements for HUK-Coburg, is to convert administrators to full customer advisors, hence increase the company's strength and customer loyalty. To realise this, HUK-Coburg was looking for a contact centre application to support its existing IT infrastructure.

The RFP/RFQ that was released by HUK-Coburg in the middle of 2003 did not only ask for a specific technical solution, but also for a complex integration of all back office applications for customer care. Finally, Damovo and Softlab were awarded with the contract using the software from Genesys. This bidding consortium was able to stand up to other competitors like Avaya, T-Systems and IBM, both of the last two mentioned were offering the same solution. The good working-relationship between HUK-Coburg and Damovo not only led to this success, but also the ability of the two vendors to integrate the existing systems.

#### Deliver

Damovo was the general contractor for this 4.5 million Euro project, Genesys provided the software and Softlab integrated the existing communication platform into the Genesys framework including routing and reporting. This gave HUK an evenly distributed, nationwide call routing, helping HUK to answer and handle its customer calls more effectively. The Damovo solution

also supported the integration of HUK's existing applications for the distribution of scanned letters, email and Fax.

The solution provides a nationwide distribution of incoming calls for all customer care centres. Incoming calls are to be answered locally, if this is not possible the system routes the call to another free agent who then takes care of it. This solution is already operating as a pilot in Coburg itself. The implementation lasted only 7 months. The excellent cooperation of the various experts under the Leadership of Damovo provided HUK full reliability during the project. Misunderstandings about responsibilities were thus avoided. This was a key requirement to keep to the demanding project schedule.

As general contractor, Damovo pulled all strings and made sure that the implementation was completed on time. In addition to that, the experts of Damovo developed the desktop interface for the agent's softphones. This application allows the HUK staff to handle their calls with an intuitive usability. Besides the project management and the planning of trainings, Damovo is also providing 1st level support for this solution since the commencement of operation.

#### Improve

The solution developed by Damovo and Softlab ensures that customer inquiries can be answered faster and that the agent's availability will increase. This will make the handling of customer requests more efficient and therefore more cost-efficient.

This project has caused a stir in the insurance sector especially seeing as other insurance companies are facing the same challenge, albeit with a different success. The multi-channel solution to integrate other channels besides voice in the platform is furthermore very new to the insurance industry. HUK's experiences with this project will be interesting and trend-setting for the whole sector.

Damovo delivers technology-enabled business efficiencies to enterprises around the world, enabling them to stay ahead in today's digitally transforming world.

Our customers benefit from our 40 years of experience, expertise and ecosystem of industry partners. Through our consultative approach (understand, deliver and improve) we work with our customers to explore how technology can support their business objectives now and into the future. Our portfolio includes solutions around Unified Communications and Collaboration, Enterprise Networks, Contact Centres, Cloud Services and Global Services.

Damovo has regional offices across Europe and a global capability spanning over 120 countries. Whatever the sector and wherever the geography, we give our 2,000 customers the tools they need to accomplish continuous business improvement.

Explore more at [www.damovo.com](http://www.damovo.com)