



KEY FACTS



89%

Efficiency through AI
89% of all enquiries are now routed correctly on the first try thanks to an AI-powered voicebot and Genesys Cloud.



Improved Customer Satisfaction
Net Promoter Scores (NPS) have significantly increased since implementation.

Customer: BarmeniaGothaer

Locations: Cologne and Wuppertal

- Insurance provider for private and business clients
- 7,500 employees
- Approx. 8 million customers

Challenges:

- High workload in customer service
- Long waiting and processing times

SECURELY CONNECTED: BARMENIAGOTHAER MODERNISES ITS CONTACT CENTRE

AI-Powered Voicebot and Genesys Cloud Set New Standards in Customer Service.

BarmeniaGothaer, in collaboration with Damovo, has fundamentally modernised its customer service operations to meet rising expectations with greater efficiency. A new AI voicebot developed by Parloa enables faster and more natural interaction with customers, expands self-service capabilities, and significantly reduces pressure on service teams handling up to 6,000 calls per day. Meanwhile, the Genesys Cloud platform provides centralised visibility, streamlines processes, and integrates seamlessly with existing systems. The result: increased satisfaction, dramatically improved routing, and a future-ready foundation for company-wide deployment.

ABOUT BARMENIAGOTHAER

With over 8 million customers and 7,500 employees, BarmeniaGothaer ranks among Germany's top 10 insurers. The group offers a broad portfolio of insurance products and personal consultation services to both private individuals and corporate clients, setting high demands for customer service.

STARTING POINT: HIGH WORKLOAD IN CUSTOMER SERVICE

Before the merger of Barmenia and Gothaer, it was common practice to provide different contact numbers depending on the type of query. This often led to confusion: many customers called the wrong number and were routed to the wrong agent. As a result, over 1,500 calls per day had to be manually redirected. Waiting times and processing workloads increased significantly, while the existing DTMF-based phone menu system did little to alleviate strain.

Barmenia decided to comprehensively modernise its customer service. The goal: faster call routing, expanded self-service options, and noticeable relief for customer service teams.



STEP BY STEP TOWARDS A SOLUTION: INITIAL OPTIMISATION REVEALS LIMITATIONS

To optimise routing, Barmenia first implemented a rule-based voice bot from Parloa. This bot correctly forwarded significantly more customers than before, creating clear added value for the contact centre.

However, as it worked on a rule-based system and the dialogues were predefined, it could not reliably process requests that were only mentioned in keywords. In such cases, the calls were forwarded to the switchboard for further clarification. In addition, there was no option to transfer conversation transcripts between the caller and the bot to the contact centre staff. This was a significant shortcoming, as the existing contact centre solution was increasingly reaching its limits in terms of call volume.

THE SOLUTION



"We realised we needed to introduce a new contact centre system and improve our service structures holistically," says Baris Yorganci, Head of Workplace and Collaboration at BarmeniaGothaer.



Baris Yorganci, Head of Workplace and Collaboration at BarmeniaGothaer

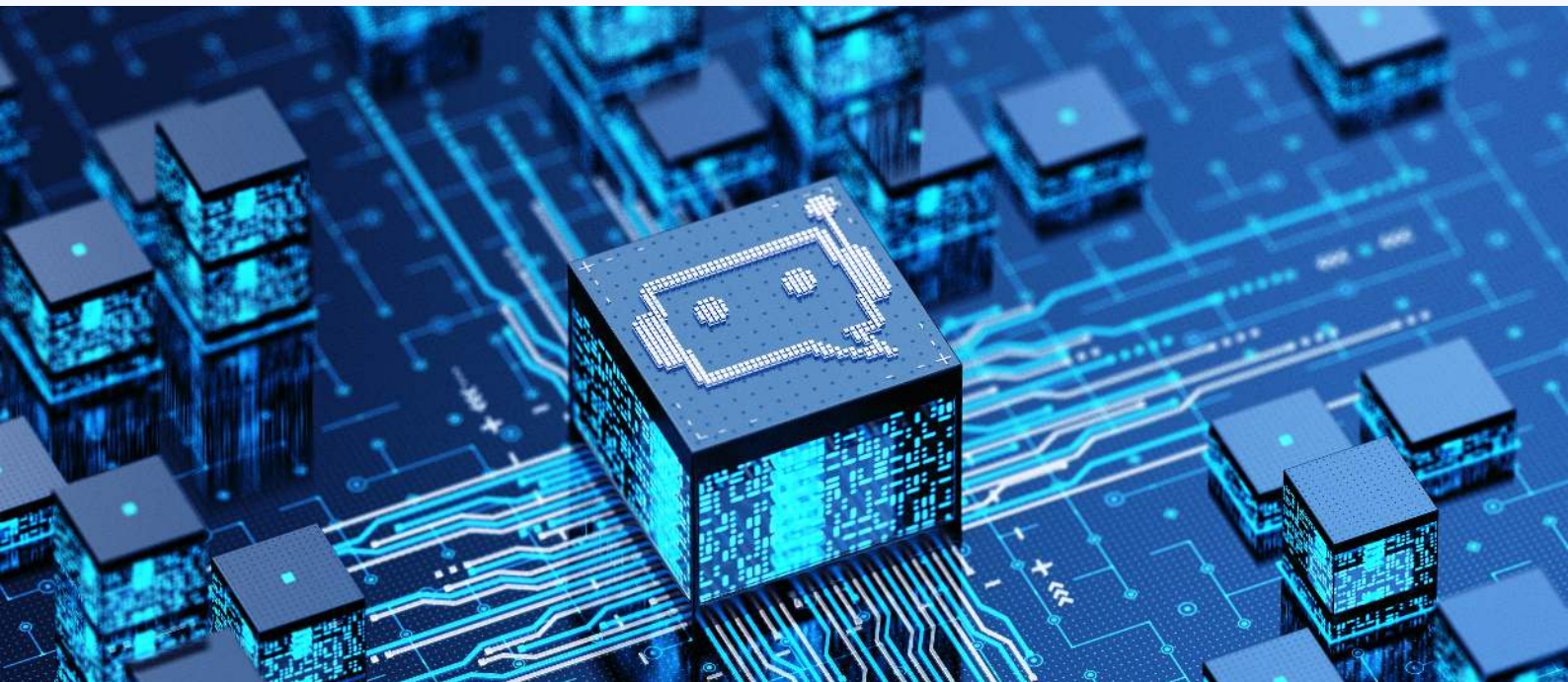
PHASE 1: INTELLIGENT AI VOICEBOT SPEEDS UP SERVICE

The search for a suitable partner began. *"We needed a provider that could manage the full communications infrastructure—a single point of contact,"* says Yorganci. *"Damovo offered exactly this breadth of expertise."*

Together with Damovo, Barmenia implemented an upgraded version of the Parloa AI Agent. This new model enables more natural, personalised dialogue and reliably identifies callers using predefined parameters such as policy number, address, and date of birth.

Incorrect call routing is significantly reduced, and repetitive tasks like identification are automated. With up to 6,000 calls per day, this saves considerable time and reduces the number of calls handled by the switchboard by more than 1,000 per day.

Self-service options have also been expanded: customers can now complete tasks like submitting invoices or updating bank details directly with the bot.



PHASE 2: GENESYS CLOUD CREATES A UNIFIED CONTACT CENTRE EXPERIENCE

As the new contact centre solution, Damovo deployed the Genesys Cloud all-in-one platform. It centralises information and integrates into Microsoft Teams, providing presence visibility across departments.

"The combination of the Parloa bot and Genesys brings far greater transparency and analytics," says Frank Sinde, Manager Consulting at Damovo.

"Staff not only receive the AI Agent's transcripts but also see the caller's journey, enabling quick issue resolution."



Michael Reichardt, Product Manager for Communications Infrastructure and Parloa Solution Owner at BarmeniaGothaer

Michael Reichardt, Product Manager for Communications Infrastructure and Parloa Solution Owner at BarmeniaGothaer, adds:

"With this combination, we can also roll out an AI chat agent on our websites and apps, fully integrated with the contact centre, unlocking the full synergy potential of both solutions."

RESULTS AT A GLANCE

- Higher Customer Satisfaction: NPS scores have increased notably since the launch of the new voicebot.
- More Efficient Routing: 89% of queries previously handled by the switchboard are now routed correctly.
- Reduced Manual Calls: Within just three months of launching the bot, 500 customer queries per month were resolved entirely via self-service.



Paul Herbertz, Product Manager for Communications Infrastructure and Parloa Product Owner at BarmeniaGothaer

NEXT STEPS: GROUP-WIDE ROLLOUT AHEAD

Damovo continues to support BarmeniaGothaer as a strategic managed service provider. The company oversees the further development of the voicebot and tests new features in Genesys Cloud.

Looking ahead, the combined solution of LLM-based AI agent and contact centre will be rolled out across the entire insurance group.

Paul Herbertz, Product Manager for Communications Infrastructure and Parloa Product Owner at BarmeniaGothaer, concludes:

"Damovo's comprehensive support has helped us build a scalable, future-ready solution that strengthens our long-term competitive position."

ABOUT DAMOVO

Damovo is a global technology partner that supports organisations on their digital transformation journey. Our comprehensive portfolio includes solutions in Cybersecurity, Enterprise Networks, Unified Communications & Collaboration, Contact Centre, and Global Managed Services.

With more than 600 dedicated employees, we operate across Europe, the Americas, and the Asia-Pacific region – delivering support in over 150 countries worldwide.

LET'S CONNECT

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