

2022 Case Study

Modern communication
with clients of Vienna
Insurance Group

*Solutions
driven by technology
and experience*

I Communication with clients at Kooperativa and ČPP

Vienna Insurance Group (VIG) is a leading insurance specialist in Austria and in Central and Eastern Europe. The group, which has a long tradition, consists of around 50 companies in 25 countries. In the Czech Republic, Kooperativa pojišťovna and ČPP belong to VIG.



Communication has become an inseparable part of our culture. At Kooperativa, we are very well aware of this and therefore have a clear goal: to effectively deliver simple and clear messages to our clients. We must be able to understand our clients well and be sure that they understand us. This applies doubly to so-called “transactional communication.” This ensures that the client knows the content of their

contracts, how much they should pay for premiums, etc. At the beginning of our journey, the client did not know whether they would find their mail in their email or in their physical mailbox. Letters did not have a uniform graphic design, did not look positive due to black-and-white printing, and were very formal. Communication with clients needed to be systematically

and intensively modernized. In 2018, we therefore began implementing a centralized multichannel communication solution on the Scriptura Engage technology platform.

With this, we set the following goals:

- No. 1 Increase the share of electronic communication**
- No. 2 Unify processes**
- No. 3 Reduce operating costs**
- No. 4 Ensure independence in template management**
- No. 5 Modernize the form and content of communication**

These strategic priorities guide our digital transformation and allow us to respond more effectively to our needs while sustainably optimizing our internal resources.

I Innovation as the foundation of digital transformation

We gave letters and emails a new modern face.

The design is now colorful, clear, and, above all, uniform across all documents and channels through which they travel to our clients.

We rewrote the content so that clients understand it better.

By unifying the technology, we streamlined the process of creating and sending information to clients. We manage both letters and electronic communication in one tool, fully within the competence of our team.

Thanks to this, **we managed to increase the share of electronic communication from 30% to 75%.**

In numbers, this means that we sent more than 2.5 million letters via email instead of by post. We are saving both nature and operating costs.

89 %

of Kooperativa clients are satisfied; they understand the communication and find it intelligible

75 %

The share of electronic communication was successfully increased from 30% to 75%

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We followed up on the fulfillment of the goals set in 2018 by developing digitalization and multichannel/omnichannel communication. We expanded the solution with ALFA digital technology. We are thus increasingly able to meet our clients' requirements, communicating information to them in their preferred way and at the time they need it.

Adding the SMS channel allows us to send important messages quickly and reliably. In cooperation with ČS (Česká spořitelna), we made documents available to clients in George Internet banking.

Legislative changes valid from next year will allow us to use Data Boxes to a greater extent in the future, further increasing the share of digital communication. We focused on managing the quality of delivery.

We collect and process data on undelivered mail and messages sent via digital channels. This gives us greater certainty that our clients receive their documents and important information on time.

But our journey does not end there. Our clients come with new requirements, we closely follow trends, and we are preparing for further steps to improve the quality of services for our clients.

Learn about our clients' feedback on the deployment of the solution and the benefits they observed during its daily operation.



"Correspondence and communication with clients is very important to us. And although we try to maintain contact with the client through our sales agents, it can happen that this is the only time during the year when we come into contact with the client.

In addition to content and design, the process of creating the communication itself, ensuring high deliverability, and feedback are also essential for us. In this regard, cooperation with Pro Document Services is beneficial for us. We utilized their experience when changing the originally predominant printed communication to multichannel, as well as in the further development of using modern digital technologies. We design solutions together, not only based on our current needs but also with a view to where we want to further develop in communication with our clients.

We can rely on the quality of their deliveries within development projects and on the quality of operational support services. This allows our specialists to focus on their own tasks, shorten the implementation of development tasks, and increase the efficiency of securing operational needs."

Markéta Kocourková

Project Manager at Kooperativa Pojišťovna

Technical parameters

Technology	Scriptura Engage, Archiva, Alfa
Communication channels	Printed documents, Email, SMS, George ČS
Integration	Insurance systems, Client zone, DMS, Communication history, Czech Post, gateways for email and SMS channels, George ČS, registry, operational monitoring
Processes	Batch processing and individual communication

Summary

Goals

- Increase the share of electronic communication
- Centralization and unification of processes
- Reduce operating costs
- Ensure independence in template management
- Modernize the form and content of communication
- Manage the delivery quality of mail and digital communications
- Build a solution that can be quickly expanded with other communication channels, primarily digital, create content for them, and manage their integration into multichannel/ omnichannel processes

Solution

- New centralized architecture for processing client documents and digital communications
- Use of modern technologies Scriptura Engage, Archiva, and Alfa
- Use of Pro Document Services' knowledge and experience in our plans and their implementation
- Gradual implementation while simultaneously ensuring operational needs

Benefits

- Fulfillment of all goals set at the start of the project
- Increase in the share of digital communication by 45%
- Design and management of client document templates and digital communication in our hands
- Acceleration of business requirement implementation (time-to-market)
- Processing of delivery information for mail and digital communications
- Ability to further develop the solution according to new client requirements and communication digitalization trends

... About Pro Document Services

Customer communication is a key part of every business. Any contact with a customer provides an opportunity to create a long-term loyal relationship. Modern technologies and digital communication trends provide us with new tools to improve customer service and meet their needs.

We help formulate, implement, and develop successful communication strategies for companies with their customers, utilizing the possibilities of modern technologies and digital communication trends. Using extensive market knowledge, innovative technologies, and the professionalism of our IT experts, we develop effective communication solutions and thus contribute to building our customers success.



Omnichannel customer communication

Customer expectations are much higher than before – they require relevant content prepared exactly according to their needs, delivered in their preferred printed or digital form, sent exactly at the time they need it. The solution is an effective combination of communication channels with maximum use of their possibilities.



Digital transformation

Digitalization moves customer communication to the next levels. The use of interactivity and mobile device support provides the possibility of servicing delivered services and closing deals online, quickly and efficiently. The share of customers who use and prefer digital communication is growing rapidly.



Time to market

Being competitive today means being able to react quickly. With digitalization and the use of Omnichannel principles, the number of documents and digital communications that need to be designed and managed is also growing. This requires entirely new approaches in customer service processes and the use of modern technologies.

Contact



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