An office for modern customer commuication

Introducing the Series M/ at Grundeigentümer-Versicherung

Initial situation

German property owners' insurer Grundeigentümer-Versicherung (GEV) presents itself as "a very special insurer, where people with a lot of expertise, commitment and fun work for our customers" (CEO Heinz Walter Berens.) High-quality, individualized customer communication with an appealing corporate design is one of the tools used to let customers experience this message.

Mobility, digitalization, interconnection as well as the growing confidence of customers are currently massively changing the ways in which customers are addressed. The future of successful customer communication thus requires that existing document processes be modernized from the ground up. To that end, GEV tasked a project team with finding suitable software products for document creation and output management that would meet the following requirements:

- A centralized system for all of GEV's operating methods: batch and background processing as well as interactive document creation in individualized and standardized forms
- A standard product with regular updates, so that GEV would benefit from its continued development
- A system that GEV can configure and administer with its in-house expertise
- A solution that fits GEV's SAP and Java strategies

At the conclusion of the intense evaluation phase, it became evident that the corporate output management of the Series M/ with its integrated document creation best met GEV's requirements. The latest product generation 6 is functionally mature and technologically state-of-the-art.

In addition to that, kwsoft's high level of expertise in 'document-based customer communication' became apparent during regular meetings with GEV. This was another reason why the Freiburg-based company made the cut, and provided an excellent basis for the start of this crucial project for GEV's future customer communication.

The company

Grundeigentümer-Versicherung (GEV) was founded in Hamburg in 1891 as a mutual insurance association (VVaG). This means that policyholders are not only customers but also members.

GEV's earnings are used exclusively to ensure long-term price stability and to strengthen its economic performance.

GEV's core competence is the insurance protection of real estate, which is essentially divided into the areas of liability, accident, building, household and risk insurance.

As of 2014, GEV has approximately 88 employees and collects around 36.9 million euros in premiums annually.

www.grundvers.de

kwsoft

Project phases

Planning

During the planning phase, the basic technical functions for document creation were defined. Next, the GEV team established the operational parameters for the surrounding systems in the new Java environment. This phase also saw the development of a server landscape, including everything from hardware to databases and operating environments. In the end, two task forces were created from the original project team, both of which were trained by kwsoft.

Implementation

Team 1, "Document Creation with M/TEXT CS," created a framework for coherent document design and supervised the migration of the existing document templates. In addition to that, the team also configured the control information required for processing the documents in the output management module M/OMS. Thanks to the powerful scripting language and sophisticated organizational structure of the Series M/, the number of templates could be reduced by 20% and the number of predefined text blocks by almost 60% compared to the predecessor system.

Team 2, "Output Management with M/OMS," organized the data procurement and set up the output channels such as print, e-mail, fax and archive.

Both teams were supported by kühn & weyh consulting throughout the entire project, with monthly status meetings, a hotline service as well as on-site consulting. This way, GEV was able to benefit from the manufacturer's experience and, at the same time, build its own expertise.

What will we do differently next time?

For the next project of this kind, we will research more thoroughly in advance and assemble more information in order to obtain a more precise assessment of the required work. By doing this, we will be better able to gauge the ideal size and qualifications of the project team.

Conclusion

Within the planned project duration of 2 years, we have set up a completely new infrastructure, introduced centralized output management and document creation, and completed the integration with GEV's existing systems. In 2014, SAP was introduced on a company-wide level in a special project. The process of connecting the Series M/ via the standard web service interface was praised by the SAP consultant for how smoothly it went.

Currently, GEV's employees create about 360 documents per day in interactive mode and about 550 per day in batch mode—and those numbers continue to rise. *„The department to benefit the most from the new solution was our forms department. Instead of having to use programming code like before, we can now create and edit forms with the easy-to-use M/TEXT WYSIWYG designer.* „This way, the time required to determine the value for a homeowner's insurance, for example, has been reduced to less than 5 minutes.

With the Document Designer, we have a very efficient tool at hand that allows us to continuously improve the quality of our customer communication. If, for example, a clerk suggests improvements to a document, we can implement them quickly and a see the result right away. This creates a high level of motivation and satisfaction for our employees.

Easy integration

This is what standards are made for.

"For our SAP implementation, it was important to us to connect the Series M/ via SOA-compliant products. Thanks to the well-structured and easy-to-implement web service interface, this worked so quickly and smoothly that even the SAP consultant in charge remarked: 'Connecting an OMS including document creation has never been so easy!' The Freiburg-based company's expertise is always reliable."

Ernst Thiel, retired IT manager, Grundeigentümer-Versicherung

Contact

We have even more information for you. Would you like to talk directly to our reference customers? We will gladly arrange an appointment for you.

kühn & weyh Software GmbH
Linnéstr. 1 – 3, 79110 Freiburg, Germany

www.kwsoft.com
E-mail   info@kwsoft.com
Tel   0049 761 8852 – 0
Fax   0049 761 8852 – 666