

Alberta reduces customer services costs

Sector: **Health insurance provider**
Website: www.bkkgesundheit.de



Action

Online consultancy in real time at www.bkkgesundheit.de: the BKK Gesundheit has extended its range of services thanks to Alberta, their virtual client consultant: Alberta is on duty round the clock, communicates with users in everyday speech and in real time, and guarantees exemplary online customer service while at the same time reducing the BKK Gesundheit's customer care costs. Averaging 1,500 dialogs a month, Alberta can deal with more requests than a human call center operator – and the number is constantly on the increase.

To ask individual questions and receive ongoing, personalized assistance, clients can connect to a BKK Gesundheit human call center operator via the "Online Talk" button or be transferred there directly by Alberta as required. Using a chat interface linked to the novomind TrueTALK™ software, operators can deal with up to four concurrent clients in real time and online – enabling clients to resolve their questions without a change of communication channel.

By implementing both products, the BKK Gesundheit is the first health insurance provider to offer its clients a service which is 100 percent internet-based.

Implementation

A virtual agent was integrated into the website using the novomind IQ™ software, which forwards user requests according to need via the novomind TrueTALK™ cartridge to a human operator based in the company call center.

Results

- Alberta provided a targeted response to **over 80 %** of all user queries
- Alberta carries out over **1,500 dialogs per month** and the number is constantly on the increase – taking the pressure off the company call center
- The analysis of user dialogs enables valuable **marketing data** to be generated (user profiles, product preferences, etc.), which can be used to optimize the website and the company service range.

"By implementing Alberta, it is our aim to break away from the traditional image associated with health care providers and build on our innovative and professional image."

Thomas Bodmer, CEO, BKK
Gesundheit health insurance
provider