

100 % internet customer service

Sector: **Health insurance provider**

Website: www.bkkgesundheit.de



Action

Online consultancy in real time at www.bkkgesundheit.de: in addition to its virtual customer assistant, Alberta, the BKK Gesundheit has extended its service portfolio with novomind TrueTALK™: 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

novomind TrueTALK™ was integrated both into the website and the online BKK Gesundheit branch office. The novomind TrueTALK™ cartridge enables clients to contact a human call center operator by clicking on the online Hot Button or via an automatic request transfer initiated by virtual agent Alberta.



Results

- **Telephone hotline pressure reduced**, contact channeled through more efficient online communication (fewer callback requests)
- **High level of acceptance for the online branch office** through the extended service range and functionality on offer
- **Fast and effective problem-solving** via online chat – without requiring a change of communication channel
- High rate of **acceptance for the service range** (chat) thanks to the user-friendly functionality requiring no software downloads
- Acquisition of **client data**