

Reference project:

**BARMER**

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## The digital service employee

BARMER increases service quality with digital assistant

With a budget of more than 37 billion euros and 9.2 million insured persons, BARMER is Germany's second-largest health insurance fund. Service is the top priority for the corporation under public law: insurance customers can contact them with their requests and wishes around the clock, through a wide variety of channels. The 2,000-strong service team fields 40,000-50,000 phone inquiries every day.

Their existing solution supported the usual features of a UCC system and multichannel contact center. But BARMER wanted to take the next step toward efficient, high-quality customer support: shorter wait times, faster processing of inquiries, and more time for in-depth discussions for dealing with complex matters.

### At a glance

BARMER implemented a digital assistant in service. The voice bot recognizes natural speech and classifies the customer inquiries. Standard matters, such as address changes or requests for a new insurance card, can be handled by the bot; more complex inquiries are forwarded to an employee at the service center. With this digital approach, BARMER is reducing processing and waiting times, improving the customer experience.

- Increased service quality
- Greater service efficiency
- Reduction of processing and waiting times
- Cost reduction
- Optimal employee assignment to customer inquiries

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# Reference in detail

## The challenge

„Press 1 for...“ – People who call helplines often have to fight their way through a labyrinthine voice menu, only to end up hearing „The next employee will be with you in two minutes.“ Waiting times are predestined in classic contact centers. Although BARMER has won multiple awards for its service, they wanted to optimize their common processes further. They wanted to improve accessibility, answer their customers' questions more quickly, and give employees more time to speak in-depth with callers.

## The solution

BARMER seized the opportunities presented by digitalization. As an added feature for the Genesys contact center solution, the company implemented a digital assistant. This voice bot is the first point of contact for callers. It is capable of understanding natural speech. It records the insurance number, saves it directly in the system, and classifies the inquiry. It answers routine inquiries, such as information about opening times and insurance rates, by itself. It also initiates standard processes directly, such as a change of address or issuing of a new insurance card. If the digital assistant hits its limits, it forwards the caller to a human colleague.

## Customer benefits

With the digital assistant, BARMER has taken a big step toward its goal of improving service quality. Customers spend less time waiting on the phone; their inquiries are processed more quickly. With efficient resolution of routine inquiries, the bot reduces the workload for human employees. They have more time for more intensive customer support – providing advice, for example – and specialists for specific topics can be given targeted assignments. What's more, the increased efficiency of the service processes means BARMER can save costs. At the bottom line, it's a healthy combination: better customer service at lower costs.

- Efficient customer service
- Fast processing of inquiries
- Minimum wait times
- Reduced costs

**BARMER**

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### Published by

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