

7.000 calls per day

Postbeamtenkrankenkasse invests in Sikom Software GmbH products for fast and easy communication with policy holders.

“The system has become incredibly sound over the years,” says Carsten Zierau, division manager of IT Production at Postbeamtenkrankenkasse (PBeaKK), the health care fund for postal civil servants. The system in question was installed by Sikom Software GmbH and has opened up new opportunities for the health care fund to converse with its policy holders. Among others, it uses AgentOne® and VoiceMan®. solution for more efficient and customer-friendly routing.

PBeaKK

Gesund versichert.

A health care fund for postal civil servants? Wasn't Deutsche Post privatized in 1995? Yes, but ...

PBeaKK is a welfare provision service established by the former Deutsche Bundespost. For its members and their co-insured dependents, PBeaKK is an indispensable element of welfare provision and an important health insurance partner. PBeaKK is currently run by the Federal Office “Bundesanstalt für Post und Telekommunikation Deutsche Bundespost” and is due to be phased out. It is therefore closed to new members with the exception of dependents of currently insured members.

PBeaKK has a broad range of offers such as sickness and childbirth benefits, early disease detection and prevention measures, retirement provision offers, and private compulsory long-term care insurance. It also pays benefits according to the German ordinance on grants, which represents a major advantage for its clients.

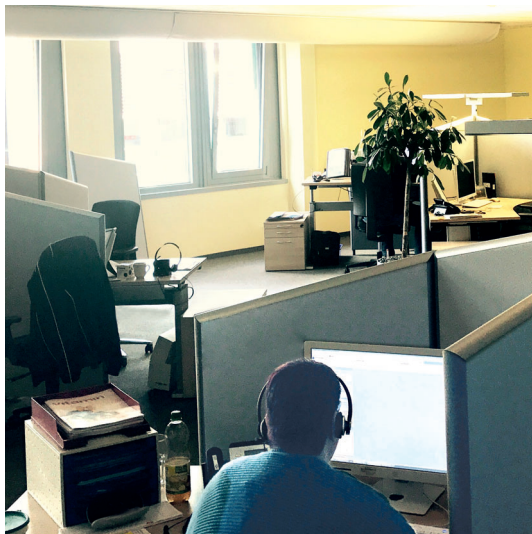
Around 1,000 staff provide basic services for 330,000 clients (+ 140,000 co-insured dependents). At the time Deutsche Bundespost was being privatized, about one million people were insured with PBeaKK.



Postbeamtenkrankenkasse in Stuttgart: a welfare provision service of the former Bundespost

Despite the fact that PBeaKK is accepting no new insured persons, the call volume is still huge with around 7,000 incoming calls per day, amounting to approx. two million calls per year. This is where Sikom Software GmbH comes in – to meet all the health insurance fund’s communication needs with its expertise and AgentOne® product. “We have been using this system for six years,” reports Zierau, “and are in a continuous improvement process in which Sikom plays a major role.” The software company from Heidelberg is valued for its consulting competence: “Sikom staff have always been excellent at solving any problems that have cropped up,” adds Zierau.

Routing with AgentOne® begins at the ‘first level’, with 80 employees taking incoming calls and e-mails. The system automatically displays the current data about the insured person on the call agent’s screen. If an enquiry cannot be handled to completion, the call is passed on to the ‘second level’. This is staffed by around



PBeaKK Call Center in Münster

250 agents who only come into play if the question cannot be answered at the first level. The first level agent can consult a second level agent about the case before passing on the call via the Sikom system if and as necessary. The second level agents are located at 18 sites between Kiel at the northern tip of Germany to Freiburg in the southwest, where specialists can answer membership-related queries in the Membership Competence Center, for instance.

There is also a so-called 'overflow valve': if all the first level agents are busy, the calls are redirected to an external service provider who operates a Contact Center. Thanks to Sikom's excellent technology, the service provider can also route calls to PBeaKK's second level agents. The ReportViewer is another effective feature. It documents in detail all activities in the Contact Center and can provide essential information to the top management, for instance, or to the controlling department.

"Our telephone systems are technically very sophisticated and not easy to synchronize," says Zierau. The 18 branch offices each have an own telephone system with up to four multiplexers as selection switches, with 30 ISDN lines each. This makes it possible to simultaneously process up to 120 calls at peak times.

The data center also has 22 primary multiplexers which can process 660 calls all at the same time via 30 ISDN lines. Sikom's AgentOne® ContactCenter Suite can easily meet these requirements too, ensuring smooth communication with the insured persons.

VoiceMan®, Sikom Software GmbH's multimedia voice dialogue system, is also in use. This system significantly raises the reachability of the health insurance fund and reduces the costs for 24/7 services. VoiceMan® understands DTME, keywords and complete sentences, and can even faultlessly process idiomatic phrases. Calls are held in a natural tone. A further benefit for PBeaKK is that the system is easy to use, and can be integrated quickly and extended at low cost.

“We also work very successfully with this voice dialogue system” says Zierau. “It helps to improve communication with our insured clients.”

The challenge

- Connection to the PBeaKK headquarters and all branch offices via a decentralized telephone system network
- Limited connections to the branch offices
- Own CRM front-end processing with ACD functions

The solution

- Interfaces to many Alcatel 4400 systems at the 18 locations
- Integration of agent-client functions in the Kunita CRM system
- Individual reporting and real-time performance figures

The benefits

- Easy access to the branch offices
- Overflows routed to external Call Center service provider
- Use of homeworker features
- Provision of real-time information to the control room/control desk
- Flexible supervision and administration

About Sikom

Sikom Software GmbH is the leading manufacturer of contact center solutions and automated voice applications. Sikom implements powerful and future-proof solutions, based on open standards, for optimizing communication processes in all industries.

The multi-award winning multimodal voice recognition system VoiceMan®, ContactCenter Suite AgentOne®, and AgentOne Dialer® for outbound communication form the core products of the comprehensive portfolio.

Alongside many other awards, Sikom also won the Sustainability Prize of the German Business Innovation Awards 2010. Working in strong partnerships, e.g. in major research projects with universities and industrial partners, Sikom can report several significant successes.

Customers include Deutsche Telekom, INTER Versicherungen, Bausparkasse Schwäbisch Hall, Signal Iduna, arvato, Techem, Henkel, Microsoft, numerous public utility firms, banks, savings banks, and public and local authorities.

Any questions?

Our competent account managers will be happy to help. Please call us or visit us on the internet:

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