

AUDI BKK AND THE PEOPLE IT INSURES – A PARTNERSHIP FOR LIFE

Customer loyalty optimized by SPS strategy focused on personal circumstances

Challenge



Operating in the triangle of conflicting priorities between **competition, policyholder retention and cost pressure**

Solution



End-to-end campaign strategy covering the entire life cycle of the insurance policyholders

Benefit

100%

target group-oriented, seamless customer communication, omnichannel service, exploitation of potential for savings

The retention and loyalty of health insurance policyholders are becoming more and more important, especially in times of ever-increasing competition. It is ultimately no longer possible to rely solely on good and consistent service quality to attract and keep insurance policyholders. Individual communication is a buzzword which is frequently used these days. SPS offers an omnichannel solution in the health-care sector which is tailored to personal insurance requirements in the circumstances in any given case, thereby tapping the full potential of an individual approach.

Holders of digital insurance today expect more from health insurance companies than just excellent service. They insist on quick solutions and customized services which are fully tailored to their needs and make their lives easier. The input channels are changing and the customers are deciding which channel they will use to contact the insurance company and at what time. The use of digital channels like email and smartphones is still on the increase while the conventional forms of communication like letters and telephone calls are no longer adequate. Audi BKK saw the influence of the digital world and took action, most notably spotting the untapped potential for optimization in its financial planning and the associated customer communication. SPS is working with Audi BKK to develop a strategy focused on personal circumstances tailored to its physical and digital communication channels

and catering to the specific needs of Audi BKK. The customer loyalty scheme will enable Audi BKK to contact its insurance policyholders on routine matters. This should most notably close the communicative gap upstream and downstream of the standard services, with a view to establishing and maintaining as close a relationship as possible with the insurance policyholders in all the situations of their lives and to involving them right from birth.

Marketing agenda conducive to dialog

The strategy developed by SPS is holistic in its approach. The letters sent by Audi BKK speak directly to the insurance policyholders at an emotional level in the various situations of their lives, addressing them through all media. They may refer, for example, to magic moments

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30 % of our customers use the voucher for the giveaways. This means a saving of 70 % for us compared to blanket coverage. The magic moments approach is very popular with our customers. We always get plenty of positive feedback, especially when there is a birth and the towel is sent out.

– Olaf Sagell, Customer loyalty management

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specific to children, teenagers and adults in preventive medical care. They also raise points for discussion on the various significant occasions and at the most important steps in life – birth, first day at school, wedding, etc. – as appropriate to the situation in any given case. By adding a personal touch and adopting a highly individual approach, Audi BKK encourages its insurance policyholders to read the information and see the direct relevance to their circumstances in life.

Preventive care at the right time

The magic moments are occasions triggered by a certain situation in life, such as a first birthday, on which the insurance policyholders are sent a postcard to mark the event. They will find a QR code on the card leading to a customized landing page which provides online access to an individual incentive. The aim is always to reach out to the insurance policyholder at the right time with the right offer in terms of preventive care. The omnichannel solution adopted by SPS bridges the gap between the legacy system and the digital world.

Bespoke solutions for beneficial customer relations

Streamlined processes reduce costs and increase productivity, allowing Audi BKK to benefit across the board in terms of service. The full SPS package is an end-to-end solution encompassing all project phases. This means that one contact person will accompany the client every step of the way, taking responsibility for the service, organization and implementation. Hybrid solutions spanning all channels reign supreme at SPS. Systems are set up without any lengthy preparations and are

perfectly synchronized in terms of the technicalities. This prevents broken links in the process chain – in both the digital and the physical world – allowing projects to go live without long lead times. In its capacity as a service provider, Audi BKK can establish close relations with its customers in this way and share important and emotional moments with them throughout their lives. More customer satisfaction and greater customer loyalty are guaranteed.

The modern-day customer wants to be seen as an individual. A personalized approach with individually relevant content makes this possible. The interactive campaigns stimulate interest and participation. This method enables Audi BKK to increase the reach of its campaigns and raise awareness of the services it offers.

Statistics show that people between the ages of 16 and 35 are particularly willing to change their insurance provider. They are not interested in one-size-fits-all solutions. The strategy focused on personal circumstances developed by SPS has equipped Audi BKK with modern tools to provide its customers with the information they need. Audi BKK is scoring points today with customized offers, quick responses to inquiries and personal support.

SPS guarantees consistent cost optimization across the full range of outgoing communications, with charges remaining transparent at all times. The “all-inclusive no-hassle package” is helping Audi BKK to simplify its services in the round. SPS manages all the processes, regardless of the volume of the mailing in any given case. This gives the staff at Audi BKK more time for their core tasks.

Audi BKK



About AUDI BKK

Audi BKK is a nationwide company health insurance scheme and has been providing cover for around 750,000 people since January 2023. Over 800 employees provide a personal and competent service for insurance policyholders at a total of 28 offices at all the production sites of the Volkswagen, Audi and MAN Truck & Bus brands and in Eichstätt, Neuburg, Singen, Seelze, Gifhorn, Helmstedt, Neumarkt, Augsburg, Ebern, Coburg and Neunkirchen. The health insurance company is based in Ingolstadt.

Learn more:

