



CONTENT COMPOSER | CUSTOMER SUCCESS

ERGO INSURANCE

Maximum scalability with Content Composer from Hyland — A single tool for all customer communications processes



THE CHALLENGE

ERGO Group AG is an internationally operating insurance company based in Düsseldorf, Germany, employing some 40,000 individuals. The company is one of the largest primary insurers in Germany and Europe with insurance revenues of ca. 19 billion euros. In its native German market, ERGO is one of the leading providers across all insurance lines. In 2019, ERGO generated net client insurance benefits worth 17 billion euros.

The company's goal is to make insurance as simple, fast and convenient as possible for its customers. Accordingly, ERGO combines expert advice with modern mobile and online services seamlessly. This gives clients the flexibility to decide how and where to contact the insurer.

THE SOLUTION

Content Composer is the all-in-one solution for ERGO's customer communications management. Every year, the insurer generates more than 30 million documents. The crux of Hyland's success is reliability — whether print jobs for the two in-house printers are requested, or documents that must be saved in the digital customer file, or attachments management for emails or PDFs that customers compile themselves online. All of these processes run reliably via Content Composer. From mass printing to individual correspondence, from the application to the policy, to the settlement of services.

Web-generated documents


The combining of various consulting channels and sales channels enables customers to obtain information from both their advisors and the web. Today, consumers access information directly from the ERGO website or secondary portals and can finalize an insurance policy there immediately. Both channels must be reliable. Moreover, customers in the digital age are used to such processes being completed without delay. They expect to reach their goal after just a few clicks and entries and to generate a finished application online.



INDUSTRY
Insurance

SIZE
40,000 employees

LOCATION
Düsseldorf, Germany



“With Content
Composer everything
is possible!”

Benedikt Gast

Head of IT-AE Docuservice
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Digital engagement and delivery

It is crucial for ERGO that Content Composer allows them to create, manage, and deliver content to their customers digitally.

To provide an example, consider how clerks, consultants, and representatives use the tool in batch mode. Initially, they generate cover letters that require pre-configured text blocks. Then the employees can add variables and/or modules to the letters or create documents for the digital customer file. Content Composer processes these documents, filters and sorts them according to certain key figures, applies OMR codes and creates different print batches. Overnight, Content Composer then sends the documents to the print shop, which then prints them straight away and distributes to customers. Content Composer's automation capabilities streamline the batch process, creating significant gains in efficiency.

However, in the digital insurance business, it is equally important that customers can obtain information related to their preferred insurance directly on the ERGO website and then generate an application in real-time. “This works flawlessly; with Content Composer everything is possible,” says Benedikt Gast, head of the company's IT-AE Docuservice. This means that the customer clicks through his or her required features and waits a maximum of six seconds after having clicked the “I want an offer” button until receiving a finished PDF with the insurance offer, terms and conditions and all other necessary documents. “Today, the customer expects such processes to run in real-time,” explains Gast.

ERGO has mapped all the company's health insurance tariffs in a single document. All individual features are stored in workflows, ensuring that the customer is guaranteed to receive his or her desired tariff in PDF format. This way, Content Composer generates millions of PDFs, customer files or documents, maximally scalable, without losing time and with high flexibility.

All functions – simple operation

Despite many possibilities, Content Composer is easy to use. Business department employees can control the design of the documents autonomously, without IT team assistance. “For administrators or users alike, all tool processes are easy to understand and to use,” continues Gast, who also praises the flexibility of the software. He maintains that it can be adapted to individual requirements and not only in the case of health insurance. “Whether we need parallel processes, or we have to add servers for more scalability, or we have special document design requirements, nothing is a challenge for us now,” asserts the document expert.

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This operation includes the convenient connection of third-party systems via Edcom, which controls the flow of modules or scripts into the document. With Content Composer, ERGO simply defines conditions (“If the customer is age X and already has insurance Y, only text module Z can occur at this point.”), integrates XML files with numerous specifications and incorporates these conveniently into the documents via drag and drop expert-logic. This also includes the integration of suitable images in the Internet documents or the addition of formal letters for mailing. It’s done very simply and effortlessly in the background. And if workload peaks occur, Content Composer can easily be scaled by adding computer capacity.

Further digitization in the future

Content Composer works in step with official compliance guidelines such as GDPR; Ergo is planning to use Hyland as the central tool for further document creation. “We are working on integrating even more documents from the HTML world, so that more content can be easily displayed on the customer’s screen — then he or she generates fewer documents, including PDFs,” states Gast. The close collaboration with Hyland ensures future-proofing, which is also essential for ERGO. “We can use many standard solutions, but we also have the option of customizing to suit our requirements. And all this without having to contact IT support. The simplicity of the software makes it possible. But if a new demand does occur, we get instant support from Hyland,” the IT manager concludes.

THE DIFFERENCE

Content Composer provides a comprehensive solution for customer communications management. By creating and managing personalized communications and omnicast delivery, Content Composer helps companies strengthen the customer experience. Content Composer integrates with enterprise applications and office productivity software. It provides powerful creation, distribution and management tools to improve efficiency, productivity, and consistency.

Learn more at
[Hyland.com/ContentComposer](https://www.hyland.com/ContentComposer)

