

CASE STUDY ARAG

IMPROVED CUSTOMER EXPERIENCE,
HIGH COMPLIANCE STANDARDS AND
LOWER OUTPUT MANAGEMENT COSTS





SUCCESS STORY ARAG, ELAINE & KWSOFT

ARAG, founded in Düsseldorf in 1935, is the largest family-owned company in the German insurance industry and the world's largest provider of legal insurance. Active as a versatile quality insurer in 19 countries on three continents, the Group offers its customers in Germany not only legal insurance but also its own unique, needs-based products and services in the composite and health insurance segments.

ARAG is focusing on digitalising its customer communications in order to meet the needs of its customers.



CHALLENGE

ARAG sends a large number of transactional documents to its customers every day. ARAG is now focusing on the **consistent digitalisation of its mailings**. The primary goal is to communicate using modern channels and in a way that suits customers, while also using efficient processes.

This leads to an increase in the quality of communication, higher customer satisfaction, greater use of sustainable channels and cost savings.

SOLUTION

ARAG digitises document delivery by integrating the **Elaine Transactional Message Hub** with the CCM solution **Serie M/** from kwssoft®.

The **Elaine** Transactional Message Hub **automatically creates customer-specific transactional e-mails** based on customisable templates. The metadata and the PDF documents to be attached come from Serie M/.

If **Elaine** registers an email bounce, a postal dispatch can be triggered automatically via the M/ series.

RESULTS

- **Significant cost savings** through savings on postage and material costs
- Secure email delivery through **whitelisting, TLS encryption** and sending via CSA-certified servers
- **99% deliverability**
- **Increased customer satisfaction** through direct confirmation of damage reports via email
- **80% open rate**

DIGITISED DOCUMENT DELIVERY: THIS IS HOW IT WORKS





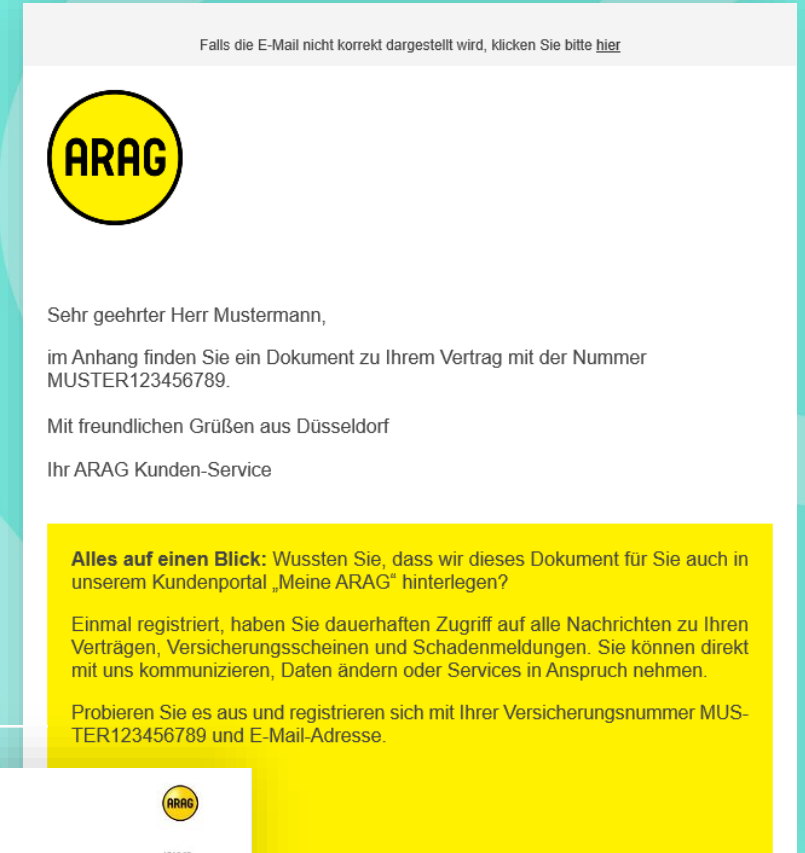
HIGHER CUSTOMER SATISFACTION THROUGH REAL-TIME RESPONSES

- **Efficient document delivery:** By connecting Elaine, time-critical documents are transmitted electronically and quickly to customers – with a **99% delivery rate**.
- **Improved customer journey:** Thanks to direct response to customer enquiries via email, seamless and responsive communication is made possible.
- **Significant cost savings:** By digitising the postal dispatch and simultaneously saving on postage and material costs.

80%
open rate

Highly personalised communication

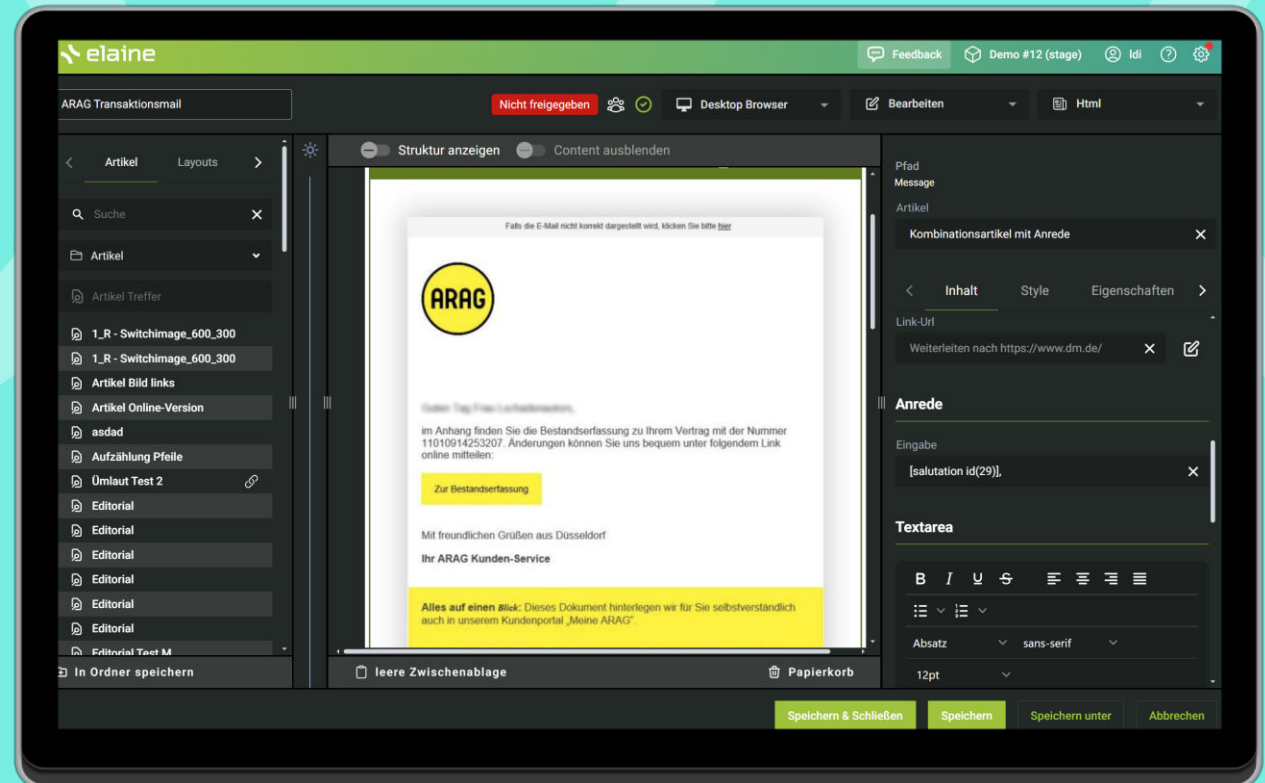
by sending individual messages as a PDF attachment.





INTERNAL ENABLEMENT AND GREATER EFFICIENCY

- **Independent template management:** The marketing team can independently maintain and edit the transactional mail templates without IT support
- **Flexibility in marketing content:** ARAG marketing content can be integrated into templates in self-service.
- **User-friendly editor:** The Elaine Message Editor makes it easy to edit templates using drag and drop



ALL BENEFITS AT A GLANCE

COST REDUCTION



through more efficient processes and savings on postage costs

QUALITY ASSURANCE



prior to shipment, by means of automated tests according to a defined set of rules

SECURE DELIVERY



of transactional emails through whitelisting and bounce management with **99% deliverability**

ENABLEMENT & EFFICIENT INCREASE



through IT-independent template management

HIGHER CUSTOMER SATISFACTION



by responding directly to reports of damage by email (**80% open rate**)

SUSTAINABILITY



by sending e-mails in a more CO2-efficient way

OUR CUSTOMERS ABOUT ELAINE

Arno Kircher

ARAG, Head of IT Coordination

‘With **Elaine**, we as an insurer have taken an important step towards digital customer communication by sending documents via email. The implementation and the start of production were accompanied constructively and with a hands-on mentality. At the same time, we are still at the beginning of our journey with **Elaine** – there is still a lot more to discover and expand.’



ELAINE® – THE FULL POWER OF DIGITAL MARKETING AUTOMATION FOR VALUABLE CUSTOMER RELATIONSHIPS

CONNECT



Integrate **Elaine** seamlessly into your existing system landscape!

AUTOMATE

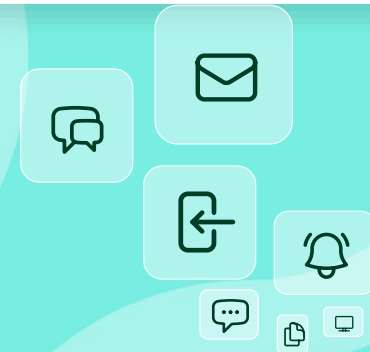
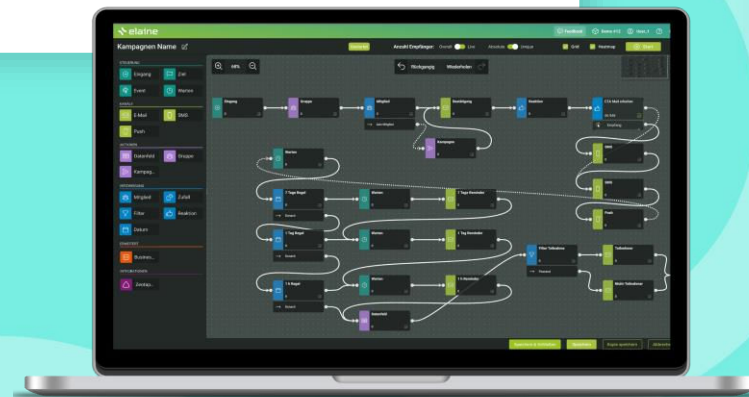
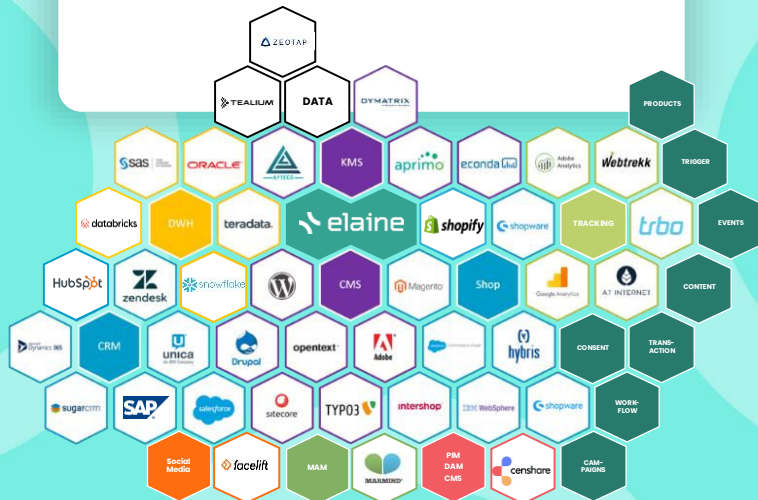


Automate marketing interactions, data processing, processes and workflows as well as any number of sophisticated campaign workflows.

ENGAGE



Create valuable customer relationships through highly individualised and automated emails and mobile messages.



CONTACT

DO YOU HAVE ANY QUESTIONS
ABOUT ELAINE?

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**DO YOU HAVE ANY
QUESTIONS ABOUT
SERIE M/ ?**

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ABOUT KWSOFT® & SERIE M/

kühn & weyh Software GmbH, krosoft® for short, offers leading customer communication management solutions for company-wide written customer communication – from creation to dispatch. The basis for this is the standard software series M/, which guarantees maximum automation, high user-friendliness and an optimal customer experience.

What does the M/ series offer?

Addressing customers precisely via the right channel is becoming increasingly complex and requires powerful CCM. The M/ series meets this challenge with three perfectly coordinated modules and acts as a central hub for communication and document processes.

