

## Case Study

# Stuttgarter opens a digital customer service platform



## At a glance

### Company

Stuttgarter  
Lebensversicherung a.G.  
www.stuttgarter.de

### Industry

Insurance

### Key figures

Registrations well above expectations after just six months

### USU solution

USU Digital Consulting  
(Digital Customer Experience,  
B2B & B2C Portals)

## The Challenge

- Digitalization of existing customer care solutions via a new customer portal
- Concept and implementation of the online service platform based on Liferay
- Creation of functional app features such as an inbox, overview of contracts and general data management.
- Creations of an online process to report damages
- Creation of a secure, multi-step registration process including mobileTAN

## The Solution

- A long-term partner of Stuttgarter Lebensversicherung a.G and established Liferay Platinum Service Partner.
- A complete, integrated and problem-oriented solution all in one
- Years of expertise in supporting qualified processes, successful implementation of many service portals in similar customer projects
- Full service expertise focusing on usability and design
- Employee flexibility, complete digitalization expertise

## Project Milestones

- UX conception and UX design for the website and the new customer portal
- Desktop and mobile device optimization (tablets, smartphones) and a connection to the Content Delivery Network (CDN)
- Recording of professional requirements for the customer portal, explanation of technical aspects, creation of IT-based technical concept
- Development of Liferay modules for registration, inboxes, contractual overviews, general data management, damage reports and mobileTAN
- Connection with the back-end system based on web services
- Support for the go-live and handover to Stuttgarter Lebensversicherung a.G

## Advantages of the USU Solution

- The establishment of a stable, powerful and future-proof platform for customers to allow Stuttgarter business partners more freedom.
- Provision of digital services for customers in one central location
- Functional, technical and economic synergies from operating multiple offers on one platform
- Liferay platform for all target groups: interested parties, customers, agents and employees



Stuttgarter has been an important partner for private pension schemes, risk cover and occupational pensions for 111 years. The Stuttgart-based insurance provider currently looks after around 1.2 million contracts. They have been using a Liferay-based platform for more than 10 years. The websites of the Group brands can currently be found there.

This includes Stuttgarter, Direkte Leben and Familienschutz. Stuttgarter also operates its broker portal for handling all relevant processes between the insurer and the sales organisation consisting of independent insurance brokers based on Liferay.

### Digitalization in the Stuttgarter group

The “Digitalization of Stuttgarter customer communication” project is intended to further drive forward this digital transformation and build upon the successes of the agent portal. This is predominantly due to the implementation and introduction of a new customer portal “MyStuttgarter” which will give agents more freedom.

” With USU we have an expert strategic and technology partner at our side who has supported us with all facets of digitalization. The entire approach including UX design has been a great help. By using Liferay as a basis we’ve managed to create a central platform. All our target groups, agents, customers and employees can access Stuttgarter services in a user-friendly manner.

Oliver Braun, IT Manager,  
Stuttgarter Lebensversicherung a.G.

### Customer portal requirements

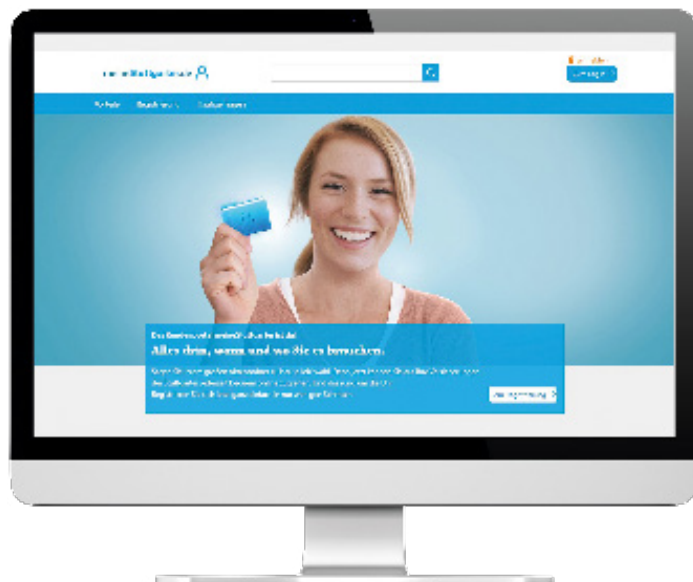
The implementation of the customer portal shows that digitalization is more than moving your processes online. The original assumption was that functions and data stocks could simply be taken over from the existing broker portal. This assumption was proven to be false

since the requirements were different when looked at more closely. This meant that the USU experts needed to build new infrastructure for customer data on the portal.

### Pilot phase and launch

Before the portal was launched, the processes and functions of the digital customer service platform were checked for usability in a pilot phase. During the pilot phase, only Stuttgarter employees were able to register for the portal. The aim of this was to minimize risks. Ultimately the platform became an entirely new channel and the complexity of the insurances products offered is high. This complexity was absorbed through good usability, thus ensuring customer satisfaction right from the start.

The feedback from the pilot phase was very positive with the green light being given at the end of April 2019 leading to fantastic results. Without heavily advertising the platform registered a huge number of customers in just a few months who are using the digital service platform intensively.



Customer Portal Stuttgarter Versicherung  
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