CUSTOMER: ANDSAFE AG
Andsafe builds scalable chat for customer service with tecRacer

The digital commercial insurer andsafe is a young start-up with 37 employees in Münster. andsafe has the experience of the Provinzial Group behind it and thus always has a strong partner at its side. The leading target group of digital-savvy commercial customers from the small business sector is overgrowing. Therefore, the insurance start-up needed support in building a highly scalable chat solution for customer service.

Fast solution through web forms and information from pre-qualification

tecRacer received the order to set up a chat in which andsafe customers can communicate their concerns quickly and conveniently with the help of interactive elements. In the first step, customers are referred to existing articles or web forms on damage reports, public liability insurance or changes in customer data. In most cases, the concern can be clarified this way - you don't need to contact customer service personally. If this is not the case, customers can chat live with a customer service team or request a callback. The pre-qualification of the customer in the chat provides the customer with extensive information even before the actual conversation. A win-win situation for all parties involved.

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Setting up the chat and empowering andsafe in workshops

Together with the customer andsafe, tecRacer defined the use cases and the Minimal Viable Product (MVP). The application was built as a self-service with Amazon Connect Webchat and Amazon Lex Bot. In three joint hands-on workshops, tecRacer configured Amazon Connect and programmed a chatbot in Amazon Lex. According to the motto „learning by doing", the andsafe team was enabled to operate the AWS services themselves directly on their own project. In parallel, tecRacer created the framework for the webchat component together with andsafe. Thus, the cornerstones of the new chat solution were created in a short time. In an agile project setup, both refined the solution in further sessions and implemented recently launched features directly.

Scalable solution for self-development in only four weeks

Within only four weeks, the project was implemented: an Amazon Connect contact centre with chat bot. In this time, andsafe was able to build up the necessary competence to manage and further develop the self-built solution on its own. Detailed documentation helps in this process. The automation of customer interactions allows for high scalability for further growth. The flexible project setup also allows the implementation of all the latest features at short notice in the future.

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Contact person at the customer:
Juliana Becker, Sales Director, Münster

„*Thanks to the agile development with tecRacer, with the combination of Amazon Connect and Amazon Lex we now have a highly scalable customer service that matches our growth.*"

andsafe