

From Legacy System to AI-Ready Contact Center Platform in Just 4 Months

tecRacer[↑]

How Smart InsurTech Revolutionized Customer Service
Efficiency with tecRacer, Amazon Connect, and Salesforce.

Success Story: InsurTech AG



The Company: Innovation Meets Tradition

Smart InsurTech AG is shaping the digital future of the German insurance industry. With 30 years of industry experience and as part of the SDAX-listed Hypoport SE, the company connects the entire insurance sector through its central SMART INSUR platform – from brokers and sales organizations to insurance companies.

The numbers speak for themselves: Over 100 employees serve more than 50,000 users, creating the perfect match between supply and demand through standardized processes, intelligent software solutions, and an extensive data pool. As part of Hypoport InsurTech AG with an ecosystem of nine companies, Smart InsurTech covers the complete insurance spectrum – from retail insurance to industrial insurance.

The Situation: When Technology Becomes a Bottleneck

Customer service faced a dilemma: The legacy solution with engage Multichannel-ACD had reached its end of life. What was once state-of-the-art could no longer meet the demands of modern, data-driven customer service. The result: Inefficient processes, lack of CRM integration, and no foundation for AI-powered services.

The decision was clear: A comprehensive contact center transformation was needed – modern, cloud-based, and seamlessly integrated into the existing Salesforce ecosystem.

The Mission: Transformation Without Downtime

The challenge was complex: Migrate from an outdated system to a cutting-edge cloud infrastructure – all while maintaining operations without service interruptions.

The goals were ambitious:

- Full integration of Salesforce Service Cloud Voice with Amazon Connect (BYOA)
- Standardization of all telephony processes across all departments
- Building a future-proof, AI-ready platform
- Orchestrating various technologies into a seamless overall system

The complexity: Reimagining processes, replacing legacy systems, and simultaneously maintaining service for over 50,000 users.

The Solution: tecRacer as Full-Service Partner

From December 2024 to March 2025, tecRacer assumed complete responsibility – from strategy to ongoing operations.

Service Package Overview:

Strategic Project Management

End-to-end coordination of all project phases and stakeholders using agile methodology

Technical Excellence

- **Seamless Migration:** From vier.com to Amazon Connect with Service Cloud Voice (BYOA)
- **AI Integration:** Implementation of Amazon Lex – prepared for intelligent automation
- **Smart Features:** Voicemail functionality and intelligent routing with Salesforce data lookup
- **Zero Downtime:** Smooth transition without service interruptions

Sustainable Knowledge Transfer

Comprehensive training for the entire team – from administrators to service agents

Managed Service Partnership

Continuous support and system maintenance even after go-live

The Results: Measurable. Tangible. Sustainable.

Standardization at the Highest Level

Before: Fragmented telephony processes across different systems

After: Unified, automated processes across all departments

Customer Service at the Next Level

The game-changer: Service employees have instant access to all relevant customer data directly from Salesforce during calls. The result: Faster solutions, happier customers.

Future-Proof with AI-Ready Infrastructure

The modern cloud solution with Amazon Connect provides the perfect foundation for future innovations – from AI-powered chatbots to predictive routing.

Efficiency That Pays Off

- Automated, intelligent routing reduces wait times
- Centralized data management eliminates redundant entries
- Improved first-call resolution increases customer satisfaction
- Shorter handling times relieve the service team

The Customer's Voice:

Sebastian Länger, Vice President Sales, Smart InsurTech AG

"Our collaboration with tecRacer has been outstanding. The migration from our legacy system to a modern, integrated Salesforce-Amazon-Connect solution was smooth and professional. We were particularly impressed by the project management expertise and the hands-on training sessions. Today, we benefit from standardized processes and a significantly improved customer experience. tecRacer is a reliable partner who continues to support us as an MSP even after go-live."



This is tecRacer

tecRacer stands for deep AWS expertise, a clear focus, and a partnership-driven mindset.

As the only AWS Premier Tier Services and Advanced Tier Training Partner in the DACH region, we support companies on their cloud journey – with pragmatic solutions, personal engagement, and a focus on real business impact.

Solution-oriented, passionate and with a healthy dose of pragmatism – this is how we create competitive advantages and ensure future security for our customers. With our team of experienced experts and a strong partner network.

Get to know our team, our values, and what drives us at www.tecracer.com or contact us at sales@tecracer.com.

