

Human Inference provides Achmea Zorg with a clear customer image

CLICK, the Central Guideline for a Commercial Customer Approach, was originally developed by Groene Land Achmea and is a central system in which the details of all customers of Achmea Zorg can be found. Achmea Zorg is one of the Netherlands' biggest care insurers. It is an insurance company that takes responsibility and participates in various discussions about care in the Netherlands in the interests of the customer. A customer-oriented approach first entered the financial sector because the products in that area are based on trust. That makes sound customer relationship management indispensable. Achmea Zorg became aware of that and began working on a customer relationship management system. Not least thanks to the products of Human Inference, that system contains clean data.

Challenge

Achmea Zorg distinguishes itself by such brands as Groene Land Achmea, PWZ Achmea and Zilveren Kruis Achmea and through heavily investing in personal situations of its policyholders. The first thing is to know who those people are. Customer relationship management is therefore a very important issue for the insurer, which works towards more and more efficiency and improved service. As with all insurance companies, the most important point is to gain and keep the customer's trust.

CLICK

The three departments Non-life insurance/Life insurance, Health Insurance and Private Individuals originally had their own computer systems with its own customer databases. Those systems worked independently of each other, which made it possible for customers to be included in various databases. The efforts towards a central customer database and a single customer relationship management system began by setting up a single customer relationship management department for the various company divisions. That department would then be responsible for making all modifications to the database. The employees became responsible for the quality of the relationship data in the database of CLICK: Central Guideline for a Commercial Customer Approach.

Approach

It was no small task to open up the Oracle database and the underlying product systems in which the private individual, health insurance and non-life insurance customers are included in order to implement CLICK. Groene Land Achmea, PWZ Achmea and Zilveren Kruis Achmea have customer databases containing 4.5 million records. These databases are completely deduplicated in order to tackle the problem directly at source. The next step is to completely integrate the Human Inference software HIquality Identify, HIquality Name and HIquality Address in the CLICK system. The technical implementation was completed within three months.

Achmea Zorg

www.achmea.nl

"It was crystal clear to me that we would have to make a clean sweep in order to succeed with CLICK. The mistake that many companies make is to build a front-office on a poor back-office. I wanted to avoid falling into that trap. After all, we are talking about millions of records. We have deduplicated and cleansed them using Human Inference's software in order to tackle the problem directly at source"

André van der Niet,
Policy Service Manager Achmea Zorg

Industry

Health Insurance

Geography

The Netherlands

Implementation environment

Oracle

Database

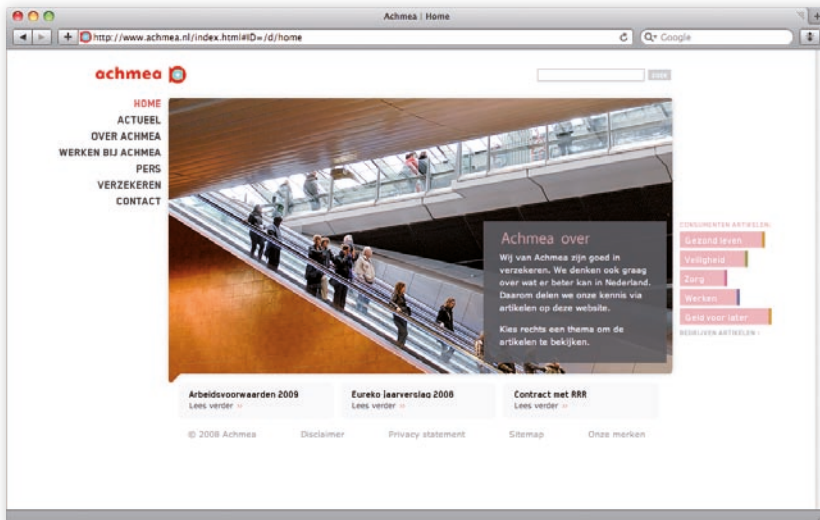
Groene Land Achmea, PWZ Achmea and Zilveren Kruis Achmea: 4.5 million records

Human Inference solutions

HIquality Identify, HIquality Address, HIquality Name integrated in the CLICK system

Benefits

- human errors are detected and corrected
- Achmea Zorg can serve customers more individually and personally
- users can easily carry out online searches.



Technology

This system makes it possible for personnel of Achmea Zorg to gain a clear image of a customer and his/her insurance policies at a glance. As well as that, we are now able to keep the customer relationship database optimally up-to-date in the future too. We did not possess enough means to ensure sound administration. As a result, double customer entries were sometimes entered in the database.

The software of Human Inference ensures that these human errors are detected and corrected. The integration of the Human Inference software in CLICK means that users can now easily carry out online searches by using various criteria of HIQuality Identify.

The system also detects typing errors and non-existent names via HIQuality Name and makes corrections where possible. It also correctly presents upper and lower case letters. Thanks to HIQuality Address, addresses can quickly be entered by postcode and house number or easily standardized by street name, house number and place name. This makes CLICK even user-friendlier and enables Achmea Zorg to serve its customers even more individually and personally.

Human Inference is thought leader in managing customer data using language and culture specific technologies. Our solutions and expertise allow enterprises to manage the quality of their customer data assets and create a single customer view. For our customers we enable improved customer intimacy, operational excellence and successful regulatory compliance.