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# HOW DID **GENERALI** **INSURANCE**

MADE THE CUSTOMER  
EXPERIENCE EVEN  
BETTER?



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# GENERALI: NO COMPROMISE IN CUSTOMER SERVICES

in co-operation with:



## THE POWER OF THE LION

The Generali Group is one of the most significant players in the global insurance and financial products market. The Group is leader in Italy and Assicurazioni Generali, founded in 1831 in Trieste, is the Group's Parent and principal operating Company.

Characterised from the very outset by a strong international outlook and now present in more than 60 Countries, Generali has consolidated its position among the world's leading insurance operators, with significant market shares in western Europe – its main area of activity – and particularly in Germany, France, Austria, Spain and Switzerland. It also holds a strong market position in Argentina.

In recent years, the Group has made a significant return to 14 central-eastern European countries and has set up offices in the main markets of the Far East, among which India and China; in particular, in China it has become just after few years of operation the leader among the insurance companies with foreign equity interests.

## EVEN BETTER CUSTOMER EXPERIENCE

Since 2010 Onlinet has installed queue management system and digital signage solution in 25 Hungarian branches. From the customers perspective the systems makes more comfortable and useful the time spent with waiting. The queues disappear, the customers always meet the right member of staff for their case, and during the waiting can get useful information about the company's products and services. From the company perspective, the usage of the system results in more loyal customers. In the same time the Management has access to data and statistics which helps them to be more successful in reaching their short and long-term targets.



## "Raising the standards"

says Adam Wortmann - CEO, Onlinet Group

"An insurance company has to express stability and innovation in the same time. Generali has raised the standards of customer experience in their industry."

## Facts & Figures



Generali Hungary is a member of the Assicurazioni Generali S.p.A.

**Headquarter:** Trieste, Italy  
**Year of establishment:** 1831  
**No. of countries where operates:** 60  
**No. of customers:** more than 65 million  
**No. of subsidiaries:** more than 330  
**Nr. of employees:** more than 82 million  
**Profit after tax in 2010 :** ca. 1.7 billion EUR  
**Assets value:** more than 460 billion EUR

## HARDWARE AND SOFTWARE DELIVERED

MULTI-Q touchscreen  
ticket dispenser terminal

LED counter displays

42" LCD as central display

CISCO DMP player

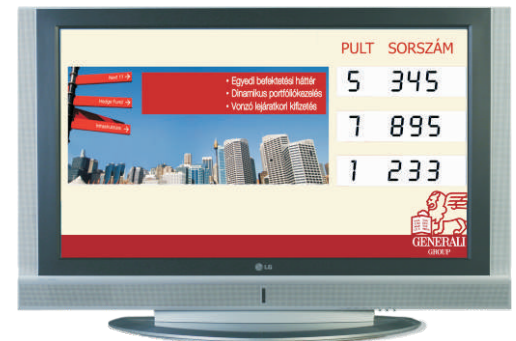
CISCO DMS software

ONLINET CDS queue  
management software

ONLINET CDS Desk  
customer calling software



in co-operation with:



## Generali Group's vision

"We will seek to produce and to leverage constantly a pioneering spirit, innovation and excellence."

### WAYS TO INCREASE EFFICIENCY

Replacing the paper-based posters and commercials many costs can be cutted. The printing, delivery and placement costs dissappear. Changing a content to a specific deadline, quickly react to a new market need or competitor product will be just even a matter of minutes. Controlling the whole process or even making it measurable becomes possible. Ordinary people are just passing-by disinterested the commercials with a static content. A well designed dynamic content can catch the eye and can drag a potential client even from the street. A targeted content, more than that, can generate buying impulses.

The LCD screens placed in the Customer Waiting Area fulfill three roles in the same time: digital poster to play commercials, central display for the Queue Management ticket numbers and newsboard for tickers displaying exchange rates, news or announcements. In this way the system helps in reaching two important goals: cutting the costs and increasing the sales and cross-sales efficiency.

## How does it work?



The Cisco DMS system connected to the installed Onlinet Queue and Customer Management System, plays commercials and dynamic content on the LCD screens placed in the Customer Waiting Area. The system allows that the approved content, with a single click on a central location, to be distributed over the whole connected branch network. The terms of usage, the playlist and the play frequency of the content can be managed centrally as a global rule, separately for a region or even to each branch.

The system itself allows the content played on the LCD screens placed in a waiting area to be overwritten according to the most selected services on the ticket dispenser terminal. In this way these commercials are not just monotonic accessories of the waiting time, but tools delivering important information and generating new sales. The content that plays in different locations can be the same or individual.



### ONLINET Group in a nutshell

ONLINET Group is a European leader in developing, manufacturing Queue & Customer Management Systems and Digital Signage solutions. With branches in 4 countries and resellers on 3 continents we provide solutions in the Financial, Telecommunication, Retail, Healthcare, Education, Transport and Public sectors.

Awarded by Deloitte in 3 consecutive years, as one of the fastest growing technology company in the Europe-Middle East-Africa and Central Europe regions, ONLINET through it's systems manages around 500,000 customers daily in more than 1,200 Customer Services.





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