

NOVO CxP

BEST PRACTICE – BKK Faber-Castell & Partner Becoming a member online – securely, easily and quickly

100%

FULL CUSTOMER RECORD,
STANDARDISED PROCESSES, LEGALLY
COMPLIANT ARCHIVING



CUSTOMER SERVICE INCREASED -
PROCESSING TIMES REDUCED



INTEGRATION IN
BITMARCK 21C|NG

ABOUT US

With our software solutions, we help companies optimize their data-, document- and object-driven processes and make **hyperautomation** and **intelligent document processing (IDP)** possible.

At its core is an easy-to-manage, **low-code platform** that delivers **intelligent process automation (IPA)** and efficient digitization. Business workflows are highly automated through **integrated AI** for content and capture services.



At a glance



THE INDUSTRY

BKK Faber-Castell & Partner is a public health insurance organisation. The number of clients has risen massively, especially in recent years. Currently, more than 76,000 people are insured with BKK Faber-Castell & Partner.

THE STARTING POINT

Customers can become a member of BKK Faber-Castell & Partner online. However, the website is not linked to the core system BITMARCK 21c|ng and the specialised processes. Data processing is completely manual, complex and time-consuming.

THE TASK

Communication with insurees is to be made more efficient and effective. The online application, including customer data, photographs and documents, is to be transferred automatically and without media disruptions from the website to specialised systems.

THE SOLUTION

The **NOVO CxP** software solution by inovoo is able to automate the "online membership declaration" process and integrate membership declarations directly into BITMARCK 21c|ng and to initiate and finalise subsequent steps in the BKK Faber-Castell & Partner system environment.

THE RESULT

All online requests are processed by BKK Faber-Castell & Partner via the intelligent NOVO CxP system, which processes them in an automated procedure. This has significantly improved the health insurance organisation's customer service. In addition, employees are less busy and processing times and costs for creating a new member are significantly reduced. The manual workload has been significantly reduced. BKK Faber-Castell saves around 80% of its processing times and thus achieves a high level of dark processing. **Additionally, BKK Faber-Castell & Partner uses NOVO CxP to automatically process various document types, such as incapacity certificates and family questionnaires.**

Sicher, einfach und schnell online Mitglied werden

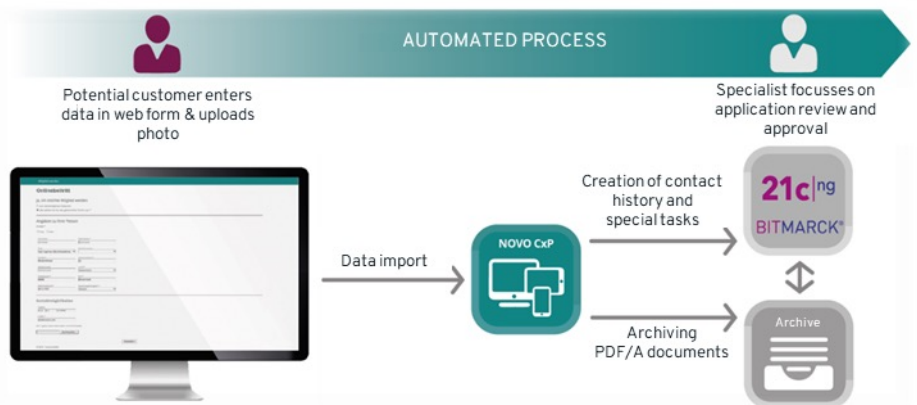
THE ONLINE MEMBERSHIP PROCESS:

- Customers upload data, documents and a photo to the web portal.
- Details of previous insurance relationships and referrals are processed automatically and forwarded to the relevant mailboxes.
- PDF documents are automatically generated from the application data entered.



TASKS OF THE NOVO CXP WORKFLOW FOR THE AUTOMATED ONLINE MEMBERSHIP:

- **Transfer** of all data (*.zip file) to a specific mailbox of BKK FaberCastell & Partner for information purposes and to prevent data loss
- **Creation** of a **prospective customer profile** incl. **duplicate check**
- Transfer of referral data to a specific BKK FaberCastell & Partner mailbox for information purposes
- **Provision** of a **photo** and **data** for Windows service for upload
- **Transfer** of each individual document **to the archive**
- **Creation** of a **contact history entry** and **tasks** in BITMARCK 21c|ng



BENEFITS for BKK Faber-Castell & Partner with NOVO CxP:

- Faster processes & high level of dark processing
- Consistent process automation
- Reduction of internal processing costs
- Less workload for employees
- High customer satisfaction
- Optimisation of specialist processes (transfer of information to downstream systems and specialist departments)
- 100% complete customer file, standardised processes and legally compliant archiving



MATTHIAS EFFHAUSER
Head of Market & Sales, BKK Faber-Castell & Partner

"Our customers benefit from the new automation - For example, they can now enter data online, upload their photo quickly and don't have to wait long. In turn, our employees save around seven minutes in processing the application, as manual entries are no longer necessary."

Learn more:
Request a **DEMO**
THE PLATFORM
Sign up for our **NEWSLETTER**