

## OVERVIEW //

### The customer

Helvetia is a globally active Swiss insurance group. The Helvetia Group is headquartered in St. Gallen, Switzerland. Helvetia is the leading Swiss all-lines insurance company.

### The project

A chatbot was developed for the Helvetia website that can handle many use cases directly and also provide helpful information and links. In addition to the chatbot, many additional services and interfaces were developed.

The chatbot 'Clara' is not only available on the website, but can also be accessed via WhatsApp. This is a USP for the customer.

### Key project figures

Project team: Seven to nine employees  
Time period: June 2019 to today  
Launch: December 2019

### Technologies used

- > OpenShift
- > Python
- > Java
- > Angular
- > MongoDB

### adesso Schweiz AG

As an independent consulting and IT service provider, adesso provides consulting and software development services to ensure your projects are successful and your applications are future-proof. Our mission is to optimise core business processes through the targeted use of cutting-edge IT. In doing so, we focus on being close to our customers and adapting to their needs.

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## CHATBOT „CLARA“

*'We are very satisfied with the support we have received from adesso. We needed to build up more development resources quickly and in a targeted manner and adesso was able to offer us access to motivated and talented experts in this field within a very short time. We hired the first adesso employee for our project and were able to further increase the speed and quality of our developments thanks to their support.'*

**Florian Nägele, Head Omnichannel & Touchpoint Management,  
Helvetia Versicherungen Schweiz**

### Initial situation

In 2017, Helvetia launched a chatbot on its website in Switzerland to report bicycle theft. Due to positive customer feedback, the mapping of further existing processes in the chatbot was planned step by step (for example, personal liability calculator, household contents calculator, claims reporting bot and so on) in order to offer policyholders an even better customer service. The modern online presence also contributes to an attractive and innovative external image. As far as internal processes are concerned, the replacement of older forms with new possibilities for interaction aims to achieve greater efficiency. The list of mapped processes is not exhaustive, but functions that are not yet available in the bot must at least appear as information.

### The solution

The 'Clara' chatbot was successfully launched on the Helvetia website in December 2019 and has been continuously expanded ever since. It communicates with numerous internal and external systems for which interfaces or additional services had to be developed. For example, the CRM and customer system was integrated for the purpose of identifying customers, along with the address and agency directory for finding appropriate customer advisors and Inxmail and Twilio for sending e-mails, plus SMS and WhatsApp messages and so on. These services require a good DevOps cycle with DevOps pipelines that also had to be or still need to be built and maintained. The chatbots run productively on the Helvetia Cloud Platform (HCP), which operates with OpenShift on one of the most advanced technologies, and were optimised accordingly for use on this platform.

The project employee from adesso has made valuable contributions, sometimes across projects, to the professionalisation of the DevOps pipeline and to the support of the solution architecture.

### Customer benefits

The policyholder can now log their enquiries and problems at any hour of the day or night via the website or WhatsApp and receives a response directly from the chatbot without a Helvetia service employee being involved. Many processes can be completed in real time (for example, the policyholder can report the theft of a bicycle) and the payment is triggered directly and automatically. This reduces the strain on the service centre. The processes are significantly leaner, faster and therefore also more cost-effective. Thanks to its chatbot, Helvetia also has a technical innovation that works with the latest technologies (Machine Learning, Natural Language Understanding) and contributes to the modern image of the company. Customer enquiries are fed back directly to the backend system. As a result, the chatbot is continuously improved and the new use cases that customers have been looking for the most are extracted.

Helvetia's digital presence became even more important in the light of the Corona shutdown and so the 'Clara' chatbot is now very important for the customer.