

# Introduction of **Process Mining** at the **ALH Group**

■ **Company**  
ALH Group

■ **Industry**  
Insurance /  
Financial service provider

■ **Solution**  
Process Mining across all  
customer-centered business transactions

With the use of process mining, the ALH Group has achieved a pole position in placing the customer at the center of its business activities with comprehensive analyses and targeted decision support. With its comprehensive process mining and process know-how, Scheer has made a decisive contribution to this.

— Roberto Schaefer  
Group Operational Management, ALH Group



## The Initial Situation

For more than 10 years, the ALH Group, as a modern insurance company, has been focusing on process mining and the benefits that arise from this technology.

Starting with the first ideas in relation to workforce planning, where the internal perspective of an operational organization and improving internal processes were the main focus, over time, the customer perspective became increasingly important. Through process mining, processes are analyzed to discover how customer needs can be optimally met.



**ALH GROUP** – Alte Leipziger Lebensversicherung a.G. and Hallesche Krankenversicherung a.G. are the parent companies of the ALH Group. They form a group with the same legal form. Both companies have the legal form of a mutual insurance association (VVaG). In this legal form, the policyholders are also members and therefore the owners of the companies. The VVaG guarantees the independence of the group of companies and thus the long-term stability of the business policy.

As a financial services provider with many years of success, the ALH Group offers its customers a full range of insurance and financial products. A particular focus is on the personal insurance business, especially in the areas of life and health insurance. The product range is optimally complemented by property insurance as well as lucrative investment fund, building society and construction financing products.



## The Solution

With the existing, modern and process-oriented IT infrastructure as a foundation, the ALH Group developed a concept together with Scheer to establish process mining for the most important customer-centric processes. As a result, the vision of active process management based on operational data was implemented step by step, so today all key business transactions are recorded in process mining.

## The Project

Today, the ALH Group has access to a modern process mining system that transparently maps out end-to-end processes along the entire customer journey. This includes all customer-centric processes with direct and indirect touchpoints – from initiation, through the entire duration of various contractual relationships with the customer, to termination. With the increasing digitalization on both the ALH Group's and the customer's side, it became clear early on that telephony, often the first point of contact with the customer, must also be considered. Consequently, data from Voice over IP telephony based on Skype for Business and other contact center platforms were integrated.

The system's approximately 1,000 users thus have access to data from nearly 20 million business transactions. This enables the teams to efficiently manage and process up to 55,000 customer interactions daily across all channels through online dashboards as a self-service. The system is seen as a tool that helps teams make better decisions independently regarding workforce deployment, appointment scheduling, or capacity planning.

For future use of process mining, topics such as a holistic view of the customer across divisions and improved monitoring across all channels (email, chat(-bot), apps) have already been identified.



## The Benefits

Process Mining is an important component in implementing the ALH Group's strategy of placing the customer at the center of business processes. In particular, the connection of information from the business transaction systems and VoIP telephony based on Skype for Business represents a special feature and offers completely new possibilities. This has made it possible to improve customer acceptance and the customer experience by consistently processing customer concerns from a single source with the same contact person. The success of the entire strategy is reflected in the above-average growth in premiums booked and, not least, in the excellent customer ratings that the ALH Group consistently demonstrates.

## ABOUT SCHEER

As a consulting and software firm, the Scheer Group supports companies in the development of new business models, the optimization and implementation of efficient business processes, and the dependable operation of their IT systems. A particular focus in the development of products and services involves guiding companies through their digital transformation.

**Do you have questions on these subjects, or would you like to talk with us about specific projects?  
Simply send us an e-mail or give us a call!**