

# Berlin Finanz processes insurance claims efficiently with Superchat

Offering customers an uncomplicated way to get in touch. That is one of the goals of Berlin Finanz. Find out how the insurance company provides its customers with modern online advice.



## Unternehmen

Berlin Finanz looks after its customers in all insurance matters.

## Branche

Finance & Insurance

## Standort

Berlin, Germany

## Unternehmensgröße

10

## Website

<https://www.berlinfinanz.com/>

## Herausforderungen

- Multiple channels for customer service
- Using WhatsApp Business in compliance with the GDPR

In addition to Superchat's universal inbox, the insurance agency also uses the rating tool. Berlin Finanz sends rating links to happy customers without much effort and reminds them to leave a rating on Google. Within a very short time, new online reviews were generated on Google.

## How Berlin Finance profits from Superchat

- 100 % GDPR-compliant use of WhatsApp on multiple end devices and with multiple users
- More control by bundling all relevant communication channels in one platform
- Transparently manage, process and respond to customer enquiries as part of a team



*"We want to offer our customers an excellent service. The bundling of communication and the individual handling of incoming requests is very important to us."*



Jan Kunkel, Berlin Finanz



Berlin Finanz would like to be accessible to clientele on all relevant channels. The focus here is on data protection. WhatsApp Business was out of the question for customer communication due to the lack of GDPR compliance and the limited use on only one smartphone. "We decided on Superchat because we want to provide our target group with a fast and secure communication channel," says Jan Kunkel, Managing Director of Berlin Finanz.

## Superchat makes it easy for people to get in touch with Berlin Finanz

In order to comply with data protection-compliant communication and to be accessible to customers on all relevant channels, Berlin Finanz has opted for Superchat. By using the WhatsApp Business API via Superchat, communication via Messenger fulfils the data protection requirements.

All enquiries received via WhatsApp, Facebook Messenger, Google Business Messaging, email and SMS are now bundled in a central platform. There, Berlin Finanz employees act as a team and can manage incoming customer enquiries, add notes internally and reply to messages.

Claims notifications from customers can be processed easily and promptly. Sending pictures, documents and information is easier than ever for both sides.



*"We want to offer our clientele an excellent, fast and GDPR-compliant service."*



Jan Kunkel, Berlin Finanz



For Berlin Finanz, customers come first. Independent and transparent, the Berlin company stands on the side of its customers to guarantee them the best possible service in all aspects of finance, insurance cover and claims settlement.