magnolia®

How the web portal of Hannoversche Versicherung shines with virtual advisor

The insurance company Hannoversche Lebensversicherung has developed a customer-oriented online platform with Magnolia. Integrated advice and contact functions ensure an optimal customer experience
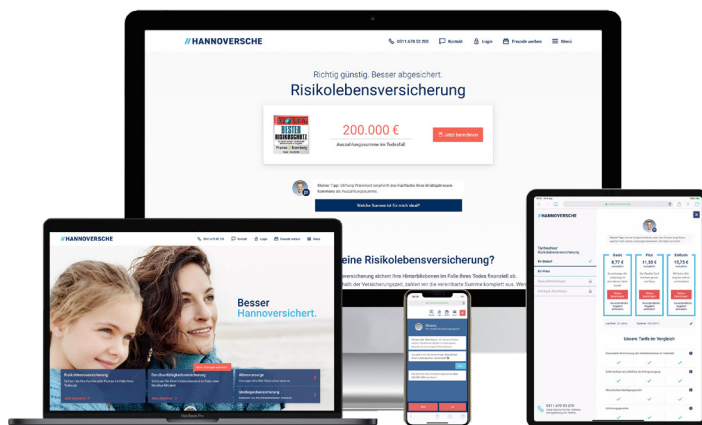
// HANNOVERSCHE

Industry
Insurance

Country
Germany

Partner
Neoskop GmbH

Website
www.hannoversche.de

Convincing customers with virtual advisor

Hannoversche Lebensversicherung, a company of the VHV Group, is Germany's oldest direct insurer. Since 1875, the company has been active on the market as a specialist for insurance, pensions and investments.

In 2016, the term life insurance pioneer decided to completely restructure its online offering. In doing so, Hannoversche opted for Magnolia's CMS which was already in use at VHV Versicherung. The CMS enabled Hannoversche to develop a fully responsive and scalable platform, which uses integrated contact and advice functions to ensure a positive user experience.

"Magnolia is very intuitive to operate and enables our editors to update content quickly. Plus, the CMS is extremely powerful, flexible and therefore perfectly suited for our ambitious platform."

— **Björn Meister, Project Manager at Hannoversche**

The Challenge

### Building a user-centric online platform

When it comes to finding the right risk, life or disability insurance, customers often prefer personal contact with the insurance broker. With a broker they can discuss any questions and concerns they may have. This option is not available from direct insurers. They need to win over customers via their website and offer them an online user experience that resembles personal contact.

That was also the central goal of Hannoversche's website relaunch: using advice and dialogue functions, they wanted to support the user on their customer journey through any uncertainties. The focus lay on a strong customer-centric approach and strict performance orientation. At the same time, the new CMS needed to enable the integration of various third-party systems and be easy to operate.

The solution

Central content management via content apps

Insurance products often have different tariffs - as is the case with Hannoversche. Updating rate comparisons and FAQs on the website is therefore usually very time-consuming. In order to simplify this process, special Magnolia content apps were developed for Hannoversche. In addition, editors can now maintain content elements that are integrated into content pages at a central location. Proxy endpoints for external applications can also be easily managed.
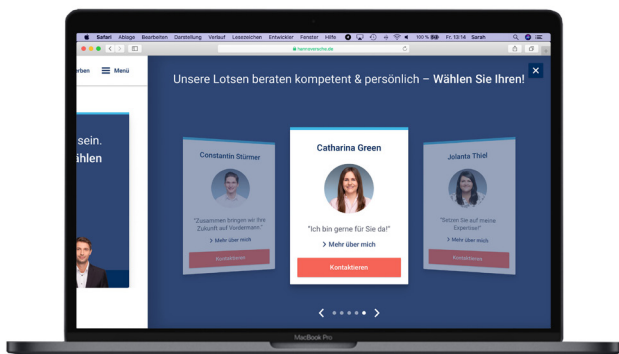
The result

UX tests confirm consistent user experience

During development, numerous UX tests confirmed the strong customer focus of the new website concept. The clear structure of the pages, the single-step application in the premium calculators and the easily consumable length of the application process led to above-average evaluations by the test persons. The presentation on mobile devices and the almost human-looking insurance expert Melanie led to exceptionally positive test results. Compared to the competition, the users on the Hannover website felt well informed, taken seriously and advised on equal terms at all times. This is an important success factor in view of the insurance products, which can require a lot of explanation..

Why Hannoversche chose Magnolia

Simple to operate

Editors can create and edit web content simply – even using a tablet or smartphone thanks to the touch-operable user interface. A rights- and role-based system makes major editing jobs far simpler.

Integration of third-partysystems

The open architecture makes it possible to integrate data seamlessly into Magnolia from various sources like e-commerce, marketing automation or CRM systems.

Central management of several websites

With Magnolia, companies can manage several websites via one installation. The multi-site functionality significantly reduces the work involved in content management and system maintenance.

Expandability

The modular approach from Magnolia offers the right solutions for every business challenge. The CMS can be flexibly adapted to new business conditions.

Enterprise tool chain

Java and Spring (Magnolia Blossom) guarantee a system that is easy to maintain, developer-friendly and future-ready.

magnolia®