



Marco Tieleman  
Mission Leader  
Service Strategy



*We at Menzis are not just Menzis.  
We are called Menzis,  
because the people are the centre of  
all that we do.*

*That's what we do and have done the last 180 year.*

# Factsheet Menzis 2018



customers  
**2,3 miljoen**



Customer Satisfaction  
Menzis & Anderzorg  
**NPS +16 +20**  
2014: -5



Members  
SamenGezond  
**364.323**



- employees
- **1.555 fte**



revenues  
**6,42 billion**



Result  
**20,5 miljoen**

## Service Mission Goals:

Quickly, Flawless and Personal Service Online

CES  
call  
NPS



online



2.100.000  
contacts



13.000.000  
contacts

***| Människa, du är så vacker när du reser***

- ***Implement and improve CRM***
- ***Expand self service (app, client portal, chatbot)***
- ***Design Customer journeys and improve processes***



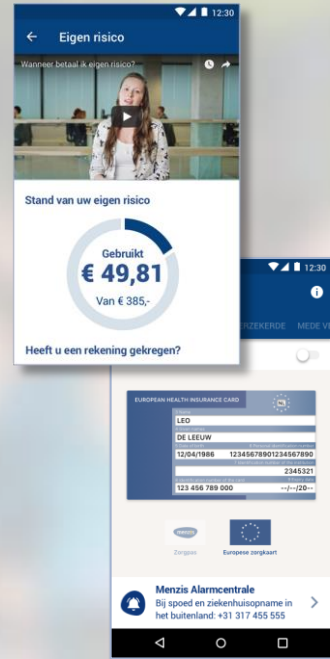
# Health Insurance in your pocket

Financial Indicators

Insurance Card

Information insurance policy

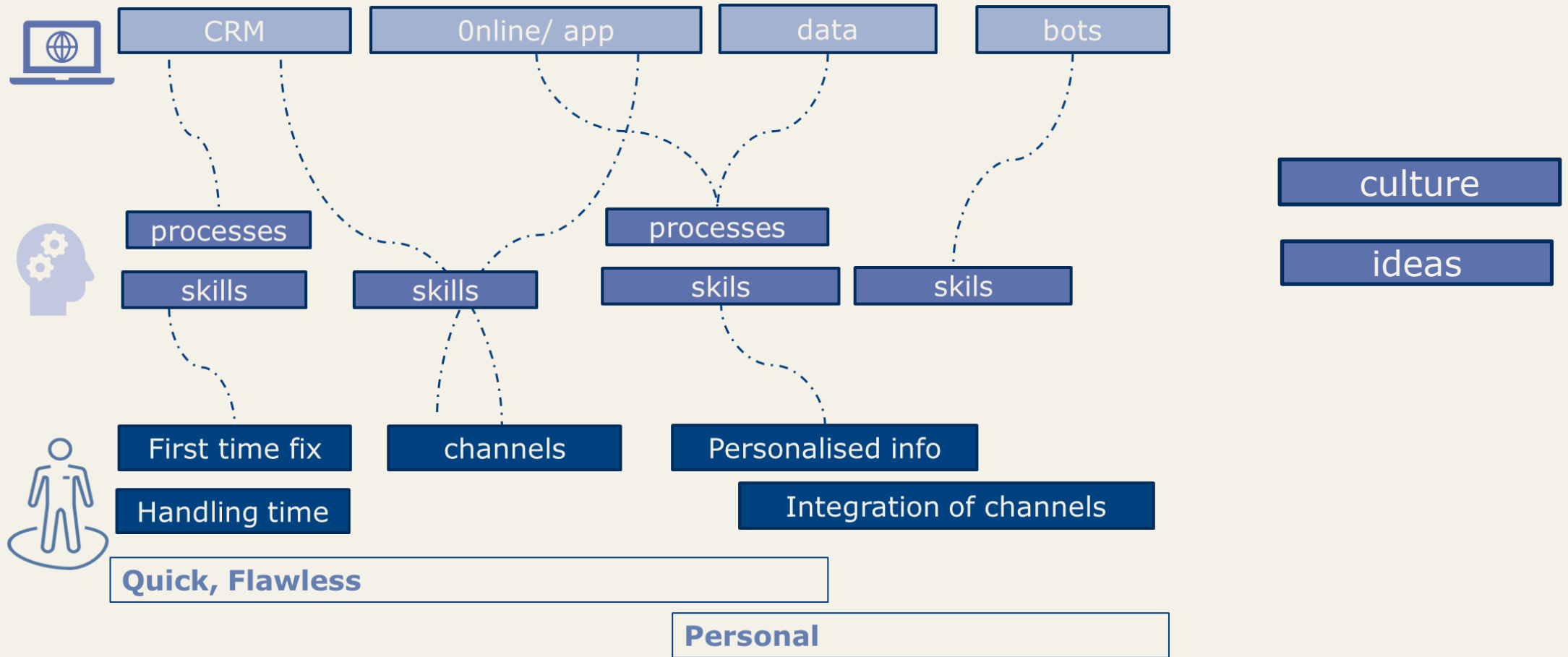
UX/ Performance



Rating:

Form 2. 1 to 4 stars

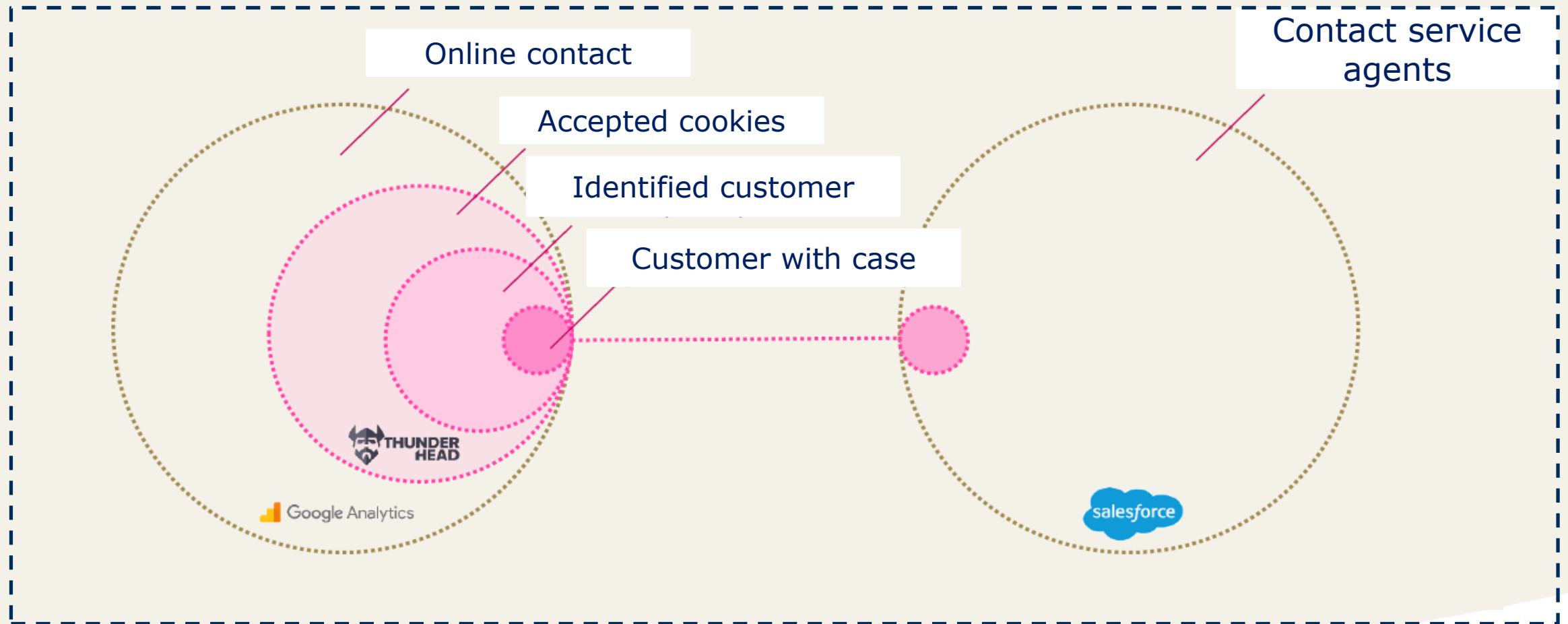
# Fusion IT and business...



...and customer!

# Analyse the channel shift

*Don't forget what you want to DO with data*





# Approach Digital and IT fusion

## *Learnings*

**Assignment/Order**

**Ownership**

**Urgency**

**Opportunity**

**Big Impact**

**small steps**

**and... Connect with your customer!**