

# How CheckErr helped Generali merge with the first Czech insurance company Česká pojišťovna

A story of the epic brand merger

Continue reading if you want to know:

- How GČP managed correspondence issues that resulted from the merger
- How many faulty documents CheckErr cut out from GČP's customer communication
- How CheckErr helped GČP reduce costs
- How efficient CheckErr is in partnership with a human operator



**CHECK** **err**

**556,023**

Forbidden company names

**OLD NAME**

**246,302**

Banned logos

**LOGO**

**13,332**

Old company addresses



**12.9M**

SCANNED PDFs



**23,935**

Blank pages



**43,206**

Wrong URLs



**25,356**

Errors in e-mail addresses

THE

CLIENT

01

Generali Česká pojišťovna, leader  
of the insurance market in Czechia

# 01

THE CLIENT



**200** Years of tradition



**4M**  
Clients

**29%**

Domestic market share



**100%**

Control over client correspondence thanks to CheckErr

Generali and Česká pojišťovna have long been known as universal insurance companies, and both have an almost **200-year history** in Europe. At the end of 2019, the domestic market share of Česká pojišťovna was around 21%, which made the company the second biggest insurance player in the Czech Republic. Generali was ranked sixth with an almost 7% market share in the country. At that time, these two companies announced their thoroughly prepared merger and created the rebranded insurance giant Generali Česká pojišťovna. With more than **4,000,000 clients**, the newly born company reached an almost 29% of domestic market share and is currently ranked as **number one** in the Czech Republic.

# THE


# CHALLENGE

# 02

Avoiding costly mistakes in client correspondence and keeping the new visual identity neat and tidy


# 02

## THE CHALLENGE

  
**38M**  
Documents sent per year

  
**<1%**  
Documents reviewed manually

  
**0.5**  
Full time equivalent

**3,763**  
Templates 

**A 33**  
Keywords 

## KEEPING THE CUSTOMER EXPERIENCE ON THE HIGHEST LEVEL

A brand merger is always a highly demanding process. In the case of Generali Česká pojišťovna, nothing was left to chance, including marketing and rebranding strategies. A crucial task was to keep customers' experience with the brand at the highest possible level and **avoid reputational risks** caused by messy correspondence.

At that time, the client correspondence team had just 0.5 FTE dedicated to the task of reviewing changed logos, the company name and registration number, addresses, contact information, phone numbers and other keywords and variables in the outgoing personalised documents. Out of **15,000,000 letters** printed and posted in 2019 by Česká pojišťovna, fewer than 1% were subjected to **manual review**.

Checking all the changes in thousands of correspondence templates and outgoing personalised letters proved to be a huge challenge. It was not just a matter of the company's reputation and credibility. Incorrect information could also lead to **serious legal issues and substantial costs**.

*„If someone asks me to assist in such a merger again, I would undoubtedly insist on using CheckErr.“*

**Václav Hrubý**

Senior Correspondence Manager  
at Generali Česká Pojišťovna



# 02

## THE CHALLENGE

### THE TURNING POINTS

The first turning point came long before the actual merger. As usual, it was a mix of sudden circumstances and the right people in the right places, that brought up an internal discussion in Česká pojišťovna about the quality of existing controlling processes of the correspondence outputs.

While printed correspondence was under not perfect but systematic check, the e-mail correspondence, which accounted for almost 60% of the entire client communication, struggled due to a **lack of early-warning mechanisms** that could prevent the occasional leak of faulty documents.

The second turning point, which showed how important it is to update the manual review to something much more efficient, came after an accumulation of **faulty letters sent repeatedly** with the same error to a particular group of customers. Trust and credibility doubts on the customers` side always pose a **risk of a client leaving** for a rival company. Incorrect information and discrepancies in insurance contracts, statements or other docs may easily become a subject to examination by the Financial Arbitrator. To avoid that, the goal to implement smart technology into the correspondence output control was set.

Česká pojišťovna approached **TheVertical.AI** and opted for their unique solution. **CheckErr** was implemented into the process of document analysis as a high-performance instrument for error detection.

*„Vertical.AI team delivered the proof of concept extremely quickly, knew exactly what they were doing and how they could help us. Plus, they were able to meet our data protection and GDPR policies with no problem.“*

**Václav Hrubý**

Senior Correspondence Manager  
at Generali Česká Pojišťovna



**THE**

**SOLUTION**

**03**

Over 80,000 documents checked daily by AI-powered technology

# 03

## THE SOLUTION

### LEAVING THE RANDOM AND FRAGMENTARY REVIEW

With the merger coming, all effort was put into the smooth transition of the brand. The correspondence team checked everything down to the smallest detail. During the preparatory stage of smart correspondence controlling, CheckErr successfully checked defined keywords, forbidden phrases, the right usage of logos and images. On top of that, a plenitude of **unexpected errors and mistakes** were found in the documents as well. To the surprise of the correspondence team, a noticeable portion of them appeared in documents edited directly by individual sales representatives and loss adjusters.

*“If an error occurs in a document edited by individual sales representatives, loss adjusters or other co-workers, we can now give them direct feedback and amend that situation quickly. Before CheckErr, it was impossible to reveal such mistakes.”*

#### Zuzana Rybová

Methods Specialist at Analytics and Process Support Dpt.  
at Call Centre at Generali Česká pojišťovna



From that moment it was crystal-clear that the **random and fragmentary manual review** of letters, forms, e-mails, contracts, campaigns, and SMS could not maintain the pace with the actual progress of the merger and was unable to guarantee the flawless transition of the brand.

*“CheckErr helped us trace new issues that nobody was aware of despite our meticulous preparation of the brand transition. These errors pointed to overlooked problems, made us look deeper into the processes of data collection, document creation and usage of our internal systems and technical infrastructure.”*

#### Nikola Bozadziew

Senior Business Architect  
at Generali Česká pojišťovna





# 03

## THE SOLUTION

### HOW CHECKERR WORKS

CheckErr creates a model for templates and variables recognition, that is based on **a vast amount of historical data** (such as PDFs) provided by Generali Česká pojišťovna. It stands at the very end of the whole correspondence production cycle. It works independently of any internal systems (such as CRM), which makes CheckErr the **most reliable source** of statistical data about client correspondence.

After the learning stage, CheckErr started to systematically scan 80,000 of personalised documents every day, searching for invalid data, keywords, images or even banned graphical elements. In cases when CheckErr marks a document as potentially faulty or detects a statistical anomaly, **an alert is sent to an app** so a human operator can verify and correct the issue. This way, the company can use human skills wisely on tasks where it matters.

*“CheckErr is designed in a truly user-friendly manner, so the onboarding was quick and easy.”*

**Zuzana Rybová**

Methods Specialist at Analytics and Process Support Dpt.  
at Call Centre at Generali Česká pojišťovna



Since the merging process of internal systems and procedures in Generali Česká pojišťovna continues step by step, some smart features of CheckErr have been put in use just recently. For example, the **blank page checker** indicates empty or almost empty pages that can be eliminated, and thus allows for print and postage cost reductions.

Other **features based on AI algorithms** are especially useful for watching for the correct format of bank accounts numbers, personal identity numbers, statistical anomalies (such as a ridiculous amount to pay on a statement) and even for finding anomalies in variables relations (such as an unusual insurance claim for a specific type of car).

**THE**

**RESULT** |

**04**

Correspondence team sleeps like a rock while brand reputation stays intact and budget is tamed

# 04

## THE RESULT



# 5

Months



# 12,908,813

Scanned PDFs

**OLD  
NAME**

## 556,023

Forbidden  
company names



## 246,302

Banned logos



## 13,332

Old company  
addresses



## 23,935

Blank pages



## 43,206

Wrong URLs



## 25,356

Errors in e-mail  
addresses

Generali Česká pojišťovna brought the **correspondence under full control** with AI-powered tool CheckErr developed by **TheVertical.AI**. Within a 5-month period, CheckErr reviewed almost 13,000,000 PDFs and discovered more than 550,000 documents with the incorrect company name, almost 250,000 instances of banned logos, 13,000 mistakes in company address and thousands of other issues related to keywords, web links and e-mails. CheckErr became an inherent part of the correspondence control routine that prevents troubles in communication towards costumers.

As a bonus, CheckErr helps Generali Česká pojišťovna on its way to becoming a more **sustainable and environmentally mindful business**. Now, the company can eliminate printing the blank pages and correction letters sent due to the unwanted escape of faulty docs. That is a win-win since such optimisation brings significant **cost reductions** as well.

*"CheckErr is a real game-changer here. Before CheckErr, we reviewed just a small fraction of the outgoing correspondence, whereas now we check every single document before it is sent. The faulty documents end up with the controlling team, not in customers' hands where they would lower our brand reputation."*

**Václav Hrubý**

Senior Correspondence Manager  
at Generali Česká Pojišťovna



**CHECK**

err

**BRING YOUR  
CORRESPONDENCE  
UNDER CONTROL**

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