



UNIQA BULGARIA chooses Next Consult and Salesforce to digitally transform its business



Photo: Orlin Dochev, Managing Partner at Next Consult and Nikolay Genchev, CEO and Chairman of UNIQA Bulgaria

UNIQA BULGARIA announced it will entrust **Next Consult** and **Salesforce** to being their partners on the path to complete a digital transformation of their business and improve customer experience. Responding to the critical challenge of building trustworthy, long-term customer relationships, **UNIQA** aims to manage complex **1:1 customer journeys** at scale, optimize its business processes and improve broker and customer relations. Achieving these goals would be possible with World's Nr. 1 CRM Platform - Salesforce, due to its flexibility, high performance and reliability, and with having experienced business partners like Next Consult - a leading business and digital transformation consultancy and **Gold Partner of Salesforce**.

"It is all about customer experience being the main differentiator in the new reality. We have to address it with the proper tools and partners in order to be more competitive. We trusted Next Consult because of their unique blend of business and IT knowledge, as well as their experience in the insurance industry." - said **Nikolay Genchev, CEO and Chairman of UNIQA Bulgaria**.

UNIQA will rely on **Next Consult**, to reshape the business model in the digital reality, accompanied by company-specific processes and IT architecture, while implementing Salesforce software.

"As a company with over 10 years of experience in making companies in different industries successful, we are fortunate to have the opportunity to work with UNIQA Bulgaria. Our primary goal will be to transform their business, marketing processes and systems across the company and enable them to offer outstanding customer experience, by putting the client in the center of everything." - said **Orlin Dochev, Managing partner at Next Consult**.



About Next Consult: Next Consult is an international business and digital transformation consultancy. Blending strong management consulting expertise with deep IT knowledge, we deliver success to our clients through our offices in the **USA, UK, Switzerland, Romania, and Bulgaria**. Our top talented team is client obsessed and passionate about innovations. Next Consult is a partner and reseller of world leaders such as **Salesforce, SAP, SkillSoft and the Japanese Lean Methodology 20keys®**.

About UNIQA: UNIQA Bulgaria is part of UNIQA Insurance Group, one of the leading insurers in Austria, Central, and Eastern Europe with more than 20 000 employees, over 10.1 million customers in 18 countries and **one of the biggest companies for the last 25 years in Bulgaria**. UNIQA combines over two centuries of tradition with the latest trends in international insurance. Stability, financial strength, security and product innovations of the highest quality are the hallmarks of UNIQA Group's insurance companies.