

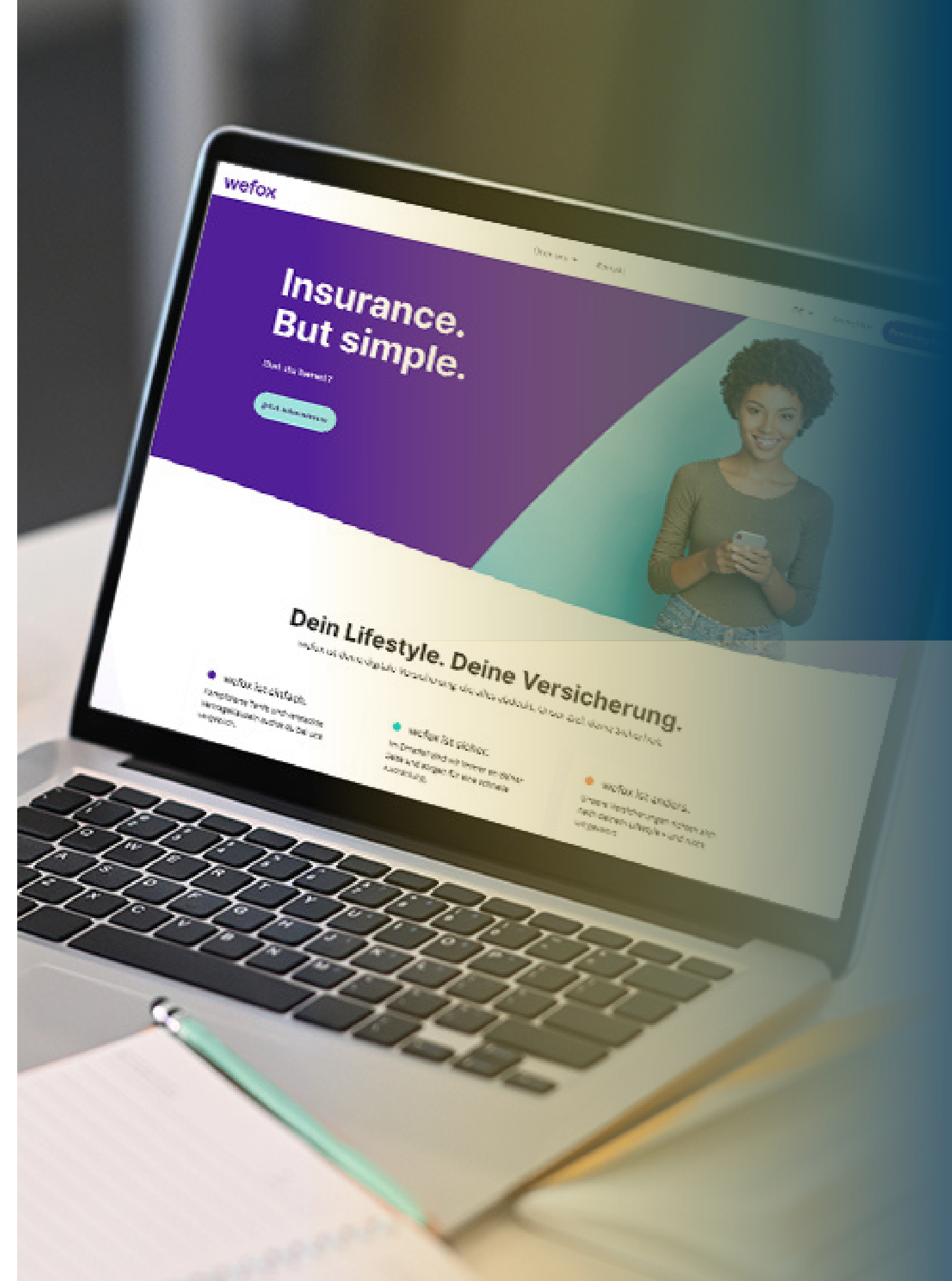
EMPAUA



wefox

# Customer Success Story

wefox - Customer Success Story  
EMPAUA Germany



# Overview

## About the company

wefox is a German insurance platform that enables customers, insurance brokers and insurance providers to manage insurance products digitally. The service platform, founded in 2014, allows users and providers to manage their insurance and financial products intelligently and efficiently.

Company

Industry

Sector

Salesforce  
Solution  
Implemented

wefox

Financial Services

InsureTech - Fintech

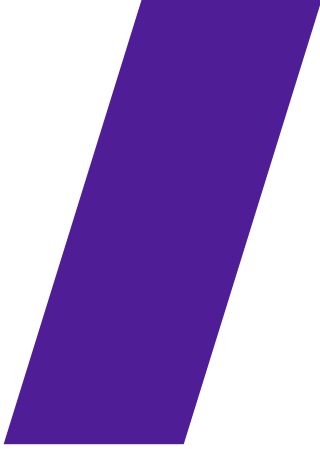
- Sales Cloud
- Service Cloud
- Marketing Cloud

# Customer Challenges



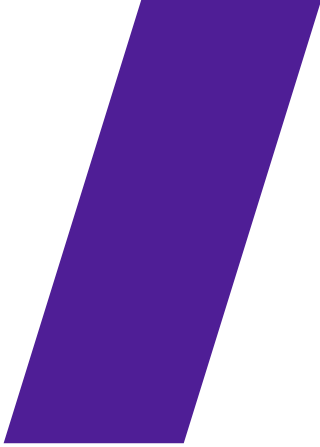
Build a broker portal and customer journeys

## Flawless customer experience



To render a flawless customer experience, wefox Group faced the challenge of aligning the needs of various stakeholders of customers, brokers and providers within a widely analogue global industry.

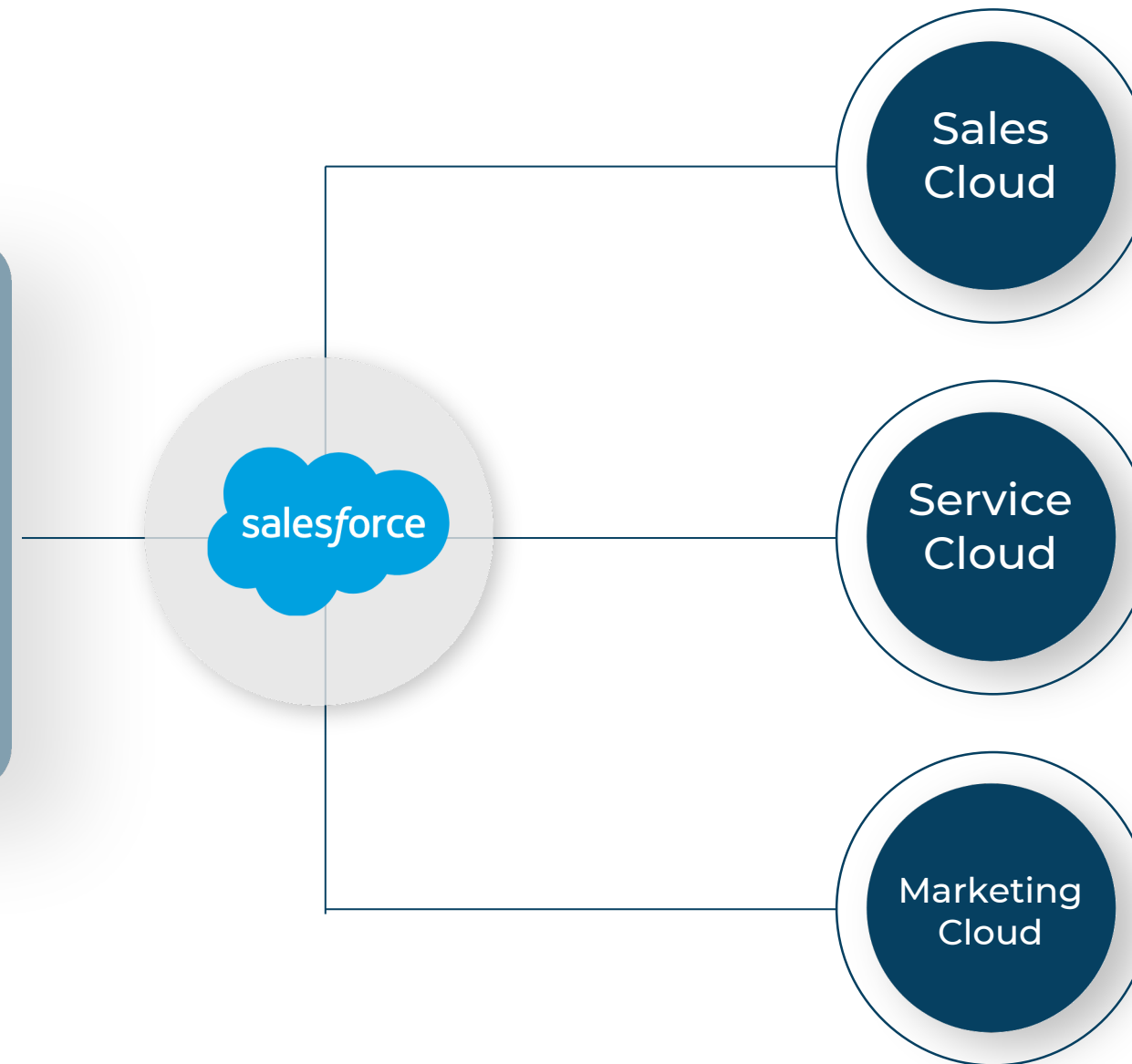
## Seamless onboarding process



The wefox Group's executive team wanted to create a seamless onboarding process for brokers and new customers through a custom-built Salesforce solution.

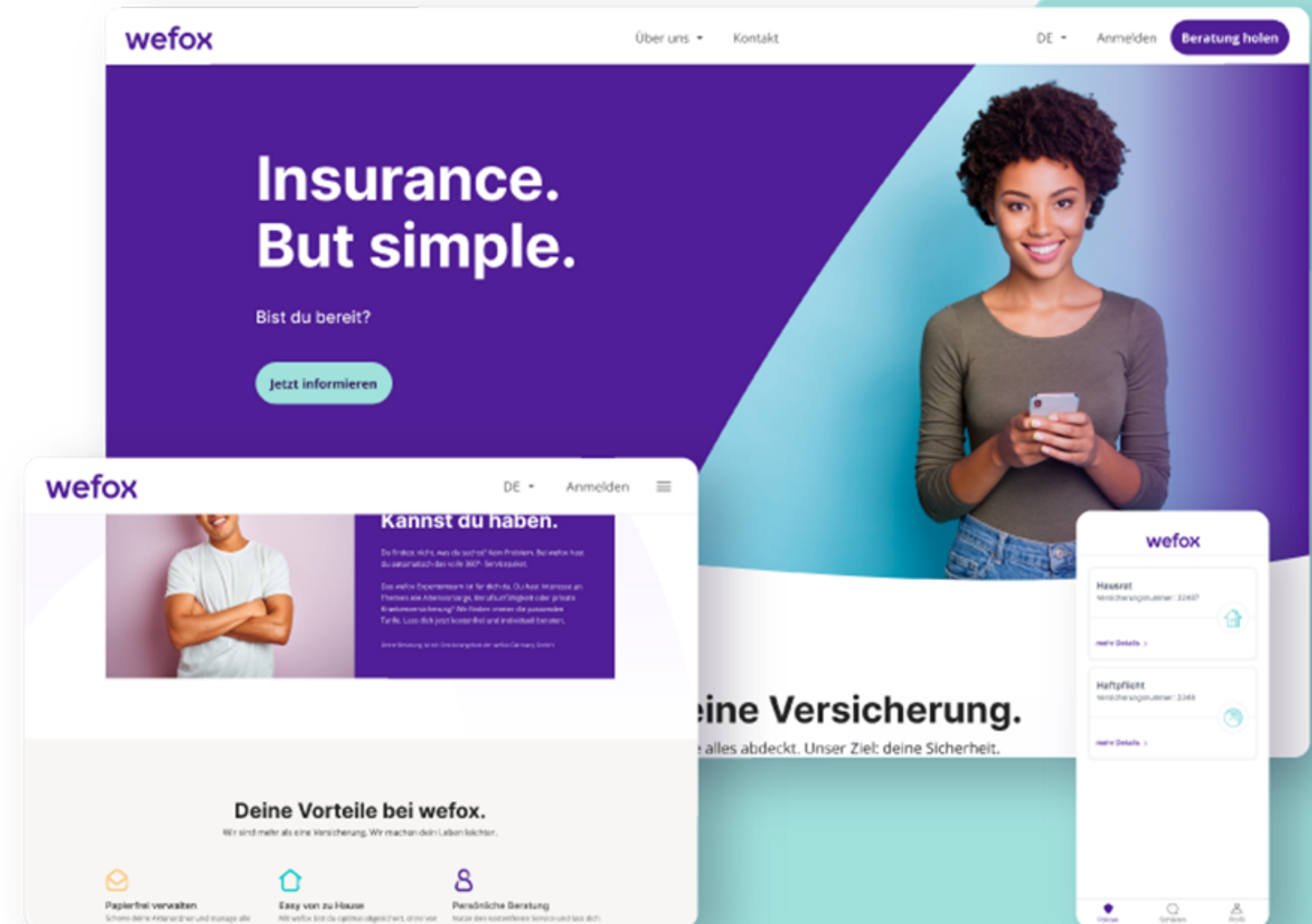
# Solutions

To support customers to make the right choices with their insurances and to facilitate smooth interaction with insurance providers, EMPAUA built a 360° Service Solution, which included real-time support and automated claim management.



# Results

- **Broker Portal:** The wefox Group strives to include traditional insurance brokers within their platform, giving each independent broker a highly sophisticated digital tool to service their mandates. EMPAUA built a portal which allows the various brokers to onboard their commissions and leverages a cutting-edge, highly automated customer care solution.
- **End-to-end Customer to Insurance:** the wefox platform is directly connected to some of the most significant insurances worldwide.
- Leveraging the Salesforce API-First strategy, processes can be automated end to end, speeding up claim processing and reducing administrative overhead.



44%

Decrease in case resolution time





## Sergi Baños Lara

CTO at wefox

MAKE

PEOPLE

BE SAFE

“

Wefox has mastered Lead collection and qualification in the Insurance industry thanks to the Marketing Cloud solutions implemented by EMPAUA. They are supporting wefox on reaching our ambitious goals by delivering a flexible and customer-centric project management solution

”





EMPAUA  wefox

Today, EMPAUA continues supporting wefox becoming the #1 insurance worldwide.