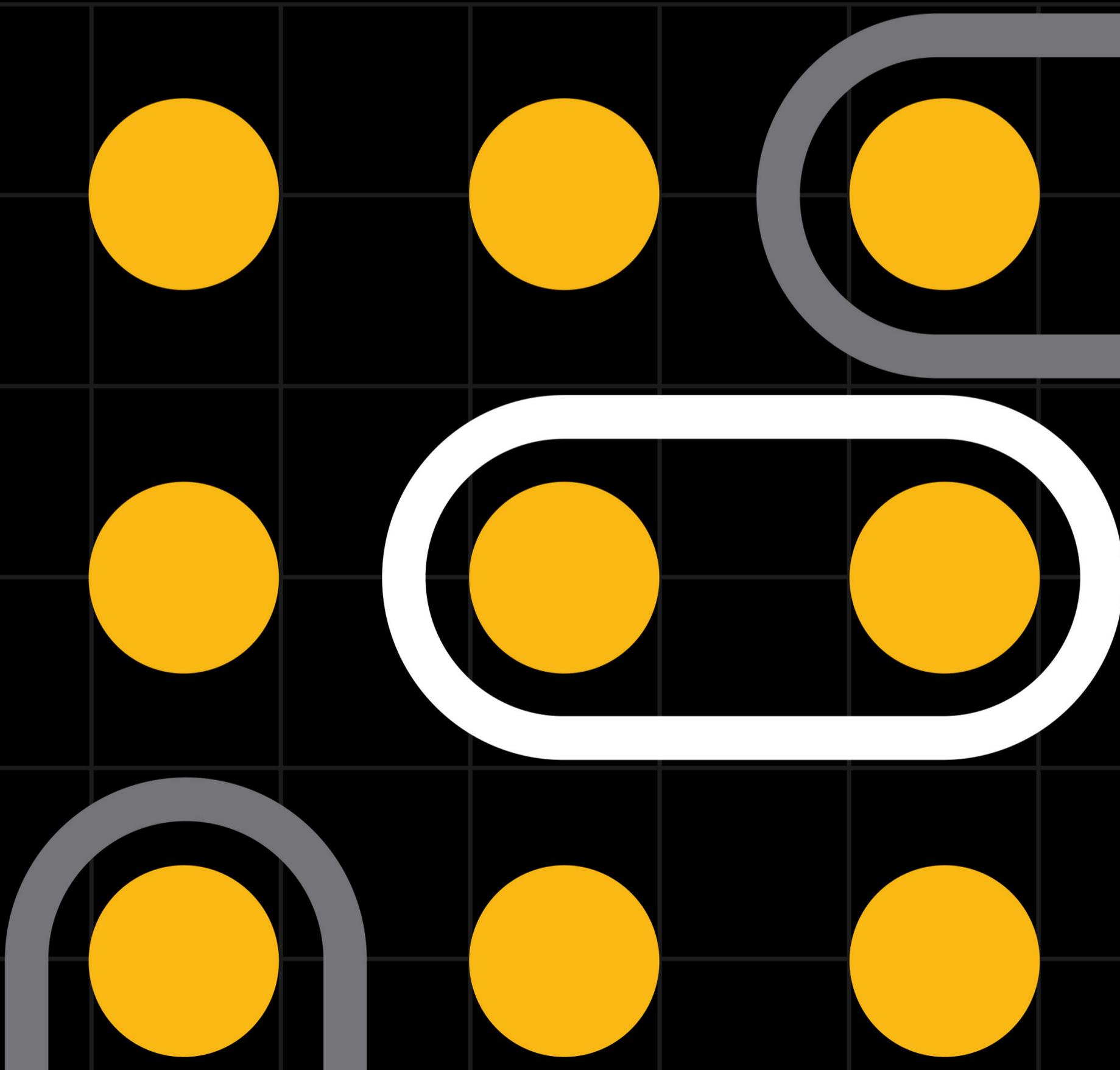


SVC

12.8% increase in service quality
with data-based optimization of
the user experience



SVC achieved a 12.8% increase in service quality with data-based optimization of the user experience

SVC, headquartered in Vienna, operates an electronic administration platform for the Austrian social security system. It introduced an e-Card in 2005 for those insured through the national insurance system. SVC is at the forefront of e-health technology in Austria and stands for innovation and agility in the healthcare sector.

With the development of the e-card system, SCV has laid the foundation for the use of e-health products in Austria and operates the country's largest data network for hospitals, medical practices, pharmacies, insurance companies and health service providers, servicing over 8.5 million insured persons. Building on that established infrastructure, the company is also developing individual e-health services.



SVC - Sozialversicherungs-Chipkarten Betriebs- und Errichtungsgesellschaft m.b.H.

Industry

Healthcare, Insurance

Use cases:

- User experience optimization
- Fine tuning of analytics processes
- Identification and analysis of all touchpoints on one platform
- Strategies for effective targeting of relevant content



ARBEITEN BEI SVC PRODUKTE UND LÖSUNGEN KARRIERE NEWS ÜBER UNS TEAM

- Produkte und Lösungen
 - Aktuelle Zahlen
 - Produkte & Services
 - Wie wir arbeiten
 - Unser Know-how ist vielfältig
 - Qualitätsorientiertes Arbeiten

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Immer ganze Sache. Halbheiten gibt es anderswo.

Bruchteile interessieren uns nicht, wir gehen immer aufs Ganze. Das heißt: Lösungen, die durchdacht sind und für eine lange Zukunft gemacht werden. Services, die neben einem System auch den Betrieb und die laufende Weiterentwicklung umfassen.

Bestes Beispiel: Das e-card-System. Neben der e-card und dem System dahinter erarbeiten und prüfen wir laufend neue Ideen, wie dieses Produkt immer neue, sinnvolle Anwendungen bieten kann. Im Interesse unserer Gesellschaft!



Produkte & Services

Gesunde Zukunft. Was wir können, tun wir dafür. Unsere Aufgabe ist es, Österreichs Gesundheitssystem von der technologischen Seite her fit für die Zukunft zu machen. Mit dem e-card-System haben wir eine Grundlage geschaffen, ...

[anzeigen](#) >



Unser Know-how ist vielfältig

The eSV portal (electronic social insurance) is another of SVC's core products.

As a full-service provider, it is responsible for the internet portal of Austrian social insurance carriers and their sub-pages, such as urgent care centers. SVC provides the entire technical infrastructure for this product, from hosting and datacenters to technical specifications and the development of new applications and services.

Challenge

The eSV portal offers users an individualized service and can be used with a mobile phone signature, the highest level of authentication in Austria. In the login area users have access to personal information, health data relating to their insurance policies, a list of services they use and related offers. In Austria, you can be compulsorily insured several times so the portal provides a clear overview of all statutory insurance carriers and their services. It also provides users with information on where they're insured and how to make claims.

In addition to the target group of insured persons, the portal also services employers and contractual partners (health service providers).

This results in more than 80 separate websites being linked together and effectively acting in a coordinated manner. It is currently the only way to display individual health insurance profiles and available services in Austria.

**More
than 80**

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The core objective of SVC is **to provide a good user experience despite the complex framework**. SVC plans for the eSV system to focus more and more on the needs of users and form a full-service portal for all health issues with a user-friendly application featuring access across all areas and channels. This requires, among other things, good usability and a strategy for effective targeting of relevant content.

Several challenges have arisen from SVC's objectives. One hurdle is the authentication process, which is specified by the Austrian government and carried out via an external service. SVC must guarantee that it acts in compliance with GDPR and adheres to the specified processes. In addition, it needs an analytics platform that can track across channels and devices for all connected sites. The platform must provide detailed data to justify concrete statements about user behavior which SVC will use for later optimization. On the other hand, the platform has to enable corresponding custom reports for management to show the overall development of the portal and its various elements.

Furthermore, the delivery of relevant content to target groups is one of SVC's main concerns. Services that are rarely used, but which are highly relevant for a target group, should be placed prominently or recommended to an appropriate target group.

Solution

All tools used would have to guarantee data privacy protections in accordance with GDPR to assure users of the security of their data. Web and mobile app analytics would be used to analyze user behavior in areas requiring authentication. The interactions of users with the platform and the services offered would be examined to quickly identify the areas that are actually frequented by users and the offers that need to be optimized, due to a high bounce rate for example. In addition, the analytics data would be used to find out which user interactions take place on each respective channel, from simple applications, such as filling out forms to use a specific service, to more complex ones. These could include, for example, interactions with a pension account and information on current requirements and what they look like for a specific user.

Since the complex applications within the platform are associated with time-consuming maintenance and the use of many resources, the analysis would help SVC find out where the investment of resources is reasonable and worthwhile.

The focus is primarily on optimizing the user experience.

SVC combined collected data, such as user history, user obsolescence and online and offline data from social insurance carriers in Piwik PRO Customer Data Platform (CDP). The bundled data allowed SVC to segment users into target groups. This classification permitted the creation of a content strategy for target groups – content that might be of interest for current or future users of the eSV portal.

Our core goal is to optimize and increase the user experience based on data. Piwik PRO Analytics Suite combines all the necessary features to achieve this goal. From the analysis and evaluation of channels to target group segmentation and planning of suitable content, we now have a solution with which we can implement everything.

— **Gerold Brauchart**
eSV project management
at SVC

This opened up the use of CDP for the analysis of user journeys. Because SVC could clearly filter which channel and which medium was used for which action and by which target group.

The screenshot displays the Piwik PRO Audience Manager interface for an audience named 'VIP clients'. The interface is divided into several sections:

- Navigation:** Includes a menu, Piwik PRO logo, and 'Audience Manager' title. The main navigation bar has 'Audiences', 'Profiles browser', 'Attributes', and 'Settings'.
- Search and Filter:** A search bar and a list of filters including 'Frequent buyers', 'VIP clients' (selected), 'Visitors from USA', 'Visitors outside of USA', and 'Not converted'.
- VIP clients Header:** Shows the audience ID '007d1b1d-a717-4944-84e6-b3efecb15d68' and the date created '17 May 2019 18:25'. It includes 'Edit' and 'Export to CSV' buttons.
- Overview:** A progress bar shows 'Number of profiles in this audience' as 1,341 (42%) out of 3,193 total profiles. A note states 'Number of profiles in the audience is calculated once a day'.
- Conditions:** A visual representation of the audience filter: 'Username is vip-*' OR '# Account balance is more than 1 000'.
- Highlighted attributes:** A table showing key attributes for the audience.

Attribute name	Non-blank	Unique values	Most common values
> City	1 231 (47%)	59	London (34%), Wroclaw (28%), Berlin (19%)
> # Account balance	428 (19%)	41	
> # Age	91 (4%)	9	Average: 32,5

Piwik PRO Audience Manager

SVC prioritized the planning out of tailored content and notifications to respond precisely to the needs of a given target group. Custom displays and dashboards rounded out the positive user experience. With the release of targeted content based on integrated data, SVC could then implement optimization goals in concrete terms.

Another indispensable element was Piwik PRO Custom Reports. This allowed SVC to individually create relevant reports for each part of the organization. Developers and marketers were able to see various kinds of assessments, not just those intended for management. At the developer level, for example, it is important to know which services are used and at what intensity. But for management, evaluations of the overall performance of the portal or of various sub-pages were more useful. For all users, the reports were always up-to-date and seamless processing of the raw data in the background was assured by the platform.

Result

With the help of the user behavior data, obtained in web and mobile secure areas, it was possible to quickly find out which offers the users actually accepted and which offers required significant improvement.

Interactions of users with the portal and its sub-areas were measured so that SVC could identify which channels were used for various tasks. SVC was thus able to **better align the website and app with user needs** and decide which areas could be expanded and which could be removed.

Thanks to the wealth of data, SVC could segment users into target groups whose members would then receive information and offers tailored to their needs.

SVC was able to **react immediately to changes in user behavior and adapt in an agile manner with flexible real-time reporting options**. Concrete evaluations were quickly available and it was possible to see whether the optimizations were useful to users and whether they brought about the desired results.

In the end, the user journey was optimized across all channels and the user experience was significantly improved. The entire platform profited from the user-centered focus and the feedback contained in the data. SVC measured that **service quality increased by 12.8% due to the improved user experience**. This same approach can now be further adapted to user needs and SVC can develop new data-based strategies for the expansion of their offers and services.

12.8%

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