

# HUMANIS

## TESTIMONIAL

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Humanis is a French group specialising in social protection. Its activities include supplementary pensions, personal risks, health, international protection, savings and social action. Humanis has 700,000 member companies, 10 million beneficiaries and 6400 employees

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**700 000** member companies  
**10 millions** beneficiaries  
**6 400** employees

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A key player in the areas of social protection and supplementary pensions, Humanis promotes digital self-service and has already posted over 130,000 queries in its FAQ section over a 10-month period.

*Dydu* : What are the digital challenges of customer relations?



Our main challenge when it comes to customer relations is making information available in an instructive, customised format on our websites and in our customer spaces. This information can deal with both products and customer services. Our aim is to promote the shift to digital technology, self-service and exchanges between Internet users. Digital technology should also be a driver of customer knowledge and loyalty. To that end, digitisation should **free up time for the Customer Relations Department to provide our members with assistance and advice over the phone.** Questions regarding the lifetime of contracts should be posted on the Internet (customer space, FAQs, etc.).

## REQUIRED SOLUTIONS AND EXPERTISE

*What solution(s) and expertise did you seek out to meet this challenge?*

We already had an FAQ section but its content was difficult to update. We thus sought out a new dynamic FAQ solution. The entire structure was involved in choosing the solution. **We were looking for an easy-to-administer solution in which our business teams could collaborate.**

We ended up choosing the dynamic FAQ solution of Do You Dream UP, which we rolled out across three of the group's sites: Humanis, Radiance Humanis, and Entreprise Humanis.

*What were the solution's development stages?*

To launch the project, we started by analysing the questions submitted by Internet users and enhanced the knowledge base with the corresponding answers. We put into place weekly maintenance with business advisers to rapidly enhance the knowledge base, which has grown from 100 to 400 data since October. **We built on the questions asked by users to enhance the**



## body of knowledge.

For the phase dedicated to transferring skills to business teams, we were assisted by Do You Dream Up. Our business teams are currently taking over management of the tool.

The project lasted just under 3 months before it was put into production in October 2014.

## RESULTS

*What benefits have you observed since the solution was launched?*

The FAQ section meets the challenge of customer satisfaction for questions related to the lifetime of contracts.

“ Internet users can quickly find answers to their questions. User satisfaction has quickly risen, reaching an 85% response rate.

We study unresolved questions to find the missing answers.

**We have noted that visitors in the FAQ section are highly active and navigate around the site, which increases traffic and the ranking of pages.**

Customers have visited the FAQ section on a regular basis to find answers.

We have also saved time internally by directly

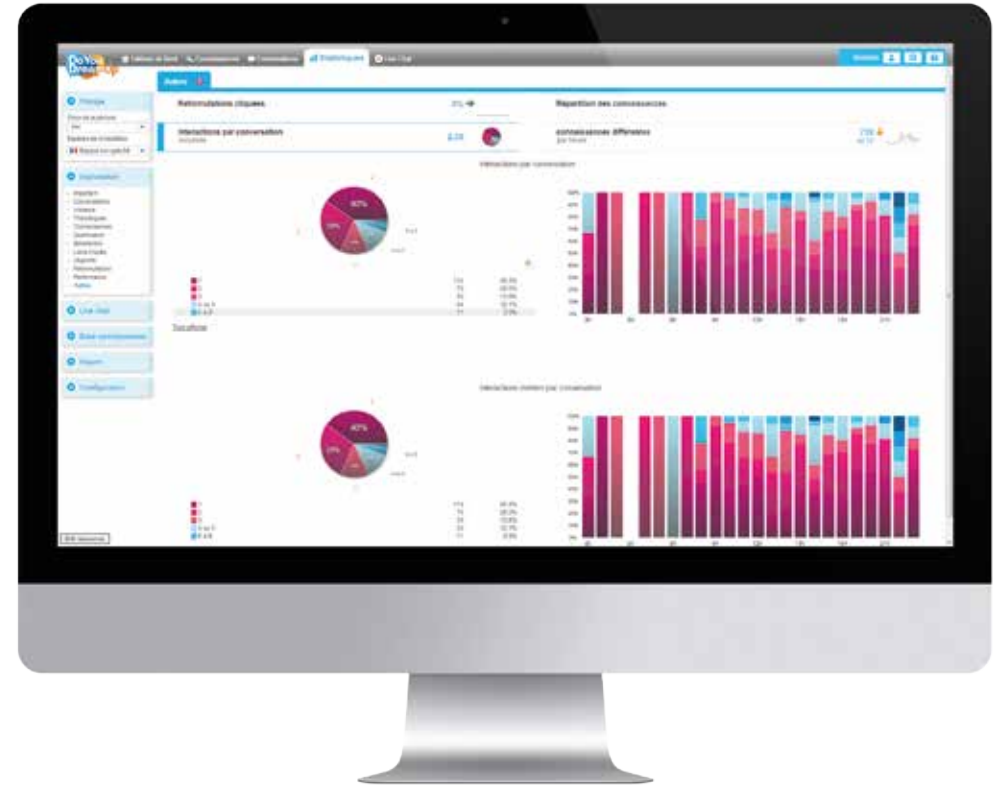
using the administration tool for the knowledge base to enhance, validate and publish knowledge.

*What are the advantages of the Do You Dream UP FAQ solution compared to the one you used before?*

**The tool is dynamic. We can be extremely responsive by consulting the questions asked by visitors.** This makes it possible to detect recurring requests and enhance the body of knowledge. It also helps us be familiar with the language used by customers and thus create formulation groups to be more relevant.

*Has the solution been adopted by your in-house teams? Have you received any feedback from the back office's users?*

Monthly meetings are organised to set objectives and anticipate topics of interest (legislative, product-related) by incorporating this knowledge into the back office.



**130 000** conversations since October 2014  
**85%** response rate

**Technology-savvy in-house users have quickly adopted the tool and say it is easy to use.** The transition has been slower for people less comfortable with digital tools but everyone has gotten onboard.

## CHOICE OF PROVIDER

Why did you choose Do You Dream Up?

“ We selected the publisher Do You Dream Up for the ergonomics of its solution and particularly its back office, the client proximity it offered as a smaller company and its economic model.

The Do You Dream Up project team with two dedicated advisers ensures close collaboration. It is easy to reach and responds very quickly. They have also assisted us during training sessions, and there was a pre-production phase. Other positive point: Do You Dream Up sells a pre-packaged solution but actually the solution meets the needs of Humanis.

How did the Do You Dream Up team support you for this project?

DYDU supported the team for the establishment of best practices, knowledge administration, technical support and training. Sophie, the Do You Dream Up project manager, draws up a monthly report and sends us alerts in the event of abnormalities.

The screenshot shows the Humanis website interface. At the top, there's a navigation bar with links for 'Presse', 'Partenariats', 'Candidats', and 'Portail Instances'. The Humanis logo is prominently displayed with the tagline 'Protéger c'est s'engager'. Below the logo is a search bar and a button for 'Espaces Clients'. A red navigation bar contains menu items: 'VOUS PROTÉGER', 'VOUS AIDER', 'HUMANIS S'ENGAGE', and 'QUI SOMMES-NOUS?'. The main content area is titled 'Actualités - Questions - Réponses'. A search bar contains the text 'comment m'assurer'. Below this, the section 'Les réponses de nos conseillers' is shown, with filters for 'Retraite' and 'Santé'. The selected category is 'En Retraite', featuring a question: 'Je change de banque, comment m'assurer que ma retraite sera toujours versée?'. The answer explains that in case of a bank change, users must inform their pension fund and provide banking details. A sidebar on the right lists 'Les questions les plus posées' with categories: Santé, Prévoyance, Retraite, Action sociale, International, and Épargne. The footer includes the Humanis logo and the slogan 'proche de vous', along with buttons for 'Nos implantations' and 'Nous contacter'.



*Do you have any anecdotes about the project you would like to share?*

Some customers use the FAQ section as a chat tool. Many users are retired and think someone is answering them in person. We are currently correcting this point to help them better identify the type of tool they are using.

#### KEY SUCCESS FACTORS

*In your opinion, what have been this project's success factors?*

Project management, the involvement of business teams, dedicated recruiting to enhance the knowledge base, having a team who centralises knowledge, and the monitoring of satisfaction. Lastly, the tool is easy and pleasant to use.

#### AND IN THE FUTURE...

*What changes are you considering for your digital customer relations services? Are you planning to broaden their scope?*

We are working on rolling out the FAQ solution for customer and partner spaces.

*How do you think digital technology is going to change in the coming years?*

For customer relations, digital technology is going to become a point of contact and mediation for customers. It will be the main tool for customer assistance and loyalty-building.

