

losleben, Wiener Städtische Versicherung, AUT Team Marketing & Innovation, Digital Sales



Video available in [VIG Groupnet](#)

Please briefly describe the initiative.

Under the name "losleben," we have brought together two of our existing digital channels, the losleben app and the customer portal, under one roof. While both applications originally had different focuses, we have succeeded in combining the best of both worlds into a single digital touchpoint for our customers. With the integration, our customers can use our services through their preferred channel and take advantage of the associated benefits. Whether it's more important to log in with Face ID or to read documents in the desktop version, with losleben, both options are available.

What were the benefits?

Our customers can use losleben as a web version or an app, giving them around-the-clock access to important information and services whenever something happens. This accessibility and the quality of the individual services lead to higher customer satisfaction and loyalty. In particular a younger target group can be especially engaged with an attractive digital offering.

For us internally, the merger has meant bringing several teams even closer together. With the shared name, we have also aligned more closely in terms of content, benefiting from intense exchange and collaborative creative work.

Who were the main stakeholders involved?

Our key stakeholders are, at the executive level, Ms. Mag. Brandtmayer, who is responsible for the marketing area where the customer portal is located, and Mr. Mag. Gröll, under whose purview our corporate startup "Viesure" falls, which launched the losleben app. The closest coordination takes place between these two areas, but we also work very closely with our IT provider "Twinformatics" (responsible for the customer portal) and Donauversicherung.

Due to the many different services included in losleben and the ongoing additions, we have numerous touchpoints and stakeholders throughout the company.



What were the major learnings and challenges you had to overcome?

Externally, the challenge was to unify two established services under different names into one. We invested a lot of time in communication to ensure that both internal employees and our customers and existing users were informed accordingly and the benefits of the merger were highlighted. For the two teams of the customer portal and the app, this means working even more closely together while retaining the flexibility of both teams. We aim to combine the best of both worlds rather than simply offering the same services twice. This requires a lot of time for joint planning, exchange, and open communication to ensure it works well.

Going forward, what are your plans to further develop the project (and would you see an opportunity to leverage it for the Group)?

We have a lot in store for losleben. In the future, we will continue to rely on the strengths of both teams, which are now working even more closely together. As our startup Viesure is also deeply involved with AI, we will naturally incorporate this expertise into losleben. Together with the experience and knowledge from Wiener Städtische, we will continue to develop losleben, always with the goal of providing the best possible digital offerings to meet the needs and concerns of our customers.

An essential part of our work involves discussing new ideas and analyzing best practice examples. In this regard, exchanges within the VIG Group are always a welcome opportunity.

Are interested in exchanging with Valerie and her Team, please feel free to contact them!

Valerie Brugger

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