

Stockholm 2020-03-05

## PRESS RELEASE

### **The Länsförsäkringar Alliance is creating a next-generation contact center - their partner: Advania**

The Länsförsäkringar Alliance invests heavily in new digital solutions in order to create a seamless customer experience, regardless of channel. This new contact center, in the shape of the world leading CX platform Genesys Contact Center, Länsförsäkringar will be able to meet all of their customers' needs. Advania has been chosen to lead the project.



Ulrica Hedman, CEO of Länsförsäkringar Uppsala

To be the leading insurance company in a highly competitive market, a clear focus on digitization and an optimization of the internal processes is key. Especially when it comes to customer experience, such as the daily interactions in all available channels.

The Länsförsäkringar Alliance has a unique position within the Swedish bank and insurance market. The alliance consists of 23 customer-owned regional insurance companies that cooperates with each other, combining the abilities of a small companies with the strengths of a large ditto.

The alliance is growing rapidly but steadily. To meet the needs of the new, digital age of a more dynamic and expansive customer service, the group is investing in a new contact center. The goal is to create a joint and sustainable solution for a total of 4 500 agents. Regardless of the media of choice, the customer should always receive the same quality of treatment.

Advania has won the procurement and will, in the role of strategic partner and system integrator, implement a completely encompassing solution based on the reputable Genesys Contact Center. The

solution will be placed in Advania's data centers, managed by Advania and offered as a service. Although the agreement is signed with The Länsförsäkringar Alliance, it will be available as a communal solution for the totality of the business group's 23 companies.

"Customer contact is not solely about availability. In today's day and age, in order to be customer orientated, we must approach our customers regardless their needs. We must be quick to act, but also be able to predict their upcoming needs. It puts a lot of pressure on our infrastructure, solutions and supplier. After a rigorous evaluation process Advania's suggested solution stood out. Together we will create an easy everyday life for our customers and employees." says Ulrica Hedman, CEO at Länsförsäkringar Uppsala.

"Communication with the customer is at the core of all industries, but the digitalization has created new challenges for many. The Länsförsäkringar Alliance have a clear vision: to create a seamless customer experience, regardless of medium. Genesys is the world leading CX platform which complements the companies that put their customers first. We are very proud that Länsförsäkringar has entrusted us with this and look forward to creating a modern contact center together." says Tomas Wanselius, CEO at Advania Sweden AB.

**Want to find out more? Please contact:**

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**About The Länsförsäkringar Alliance**

The Länsförsäkringar Alliance is a federation of 23 Swedish, customer-owned and regional insurance companies. Together they own Länsförsäkringar AB, founded 1936, with the mission of running the group's joint ventures within bank and insurance and helping the regional actors with development and service. In 2019, the operating profit of Länsförsäkringar AB was SEK 12.2 billion. For more information, please visit [www.lansforsakringar.se](http://www.lansforsakringar.se)

**About Advania Sweden**

Advania is a leading, Nordic IT corporation, offering IT-services with measurable results to companies, public sector and governments in Sweden, Iceland, Norway, Denmark and Finland. With a turnover of SEK 2.8 billion, Advania Sweden employs 570 professionals operating from 13 local offices. The headquarter is based in Stockholm. The group has turnover of SEK 4.3 billion and a total of 1 350 employees, led from Sweden. For more information, please visit [www.advania.se](http://www.advania.se) and [www.advania.com](http://www.advania.com)