

## Letter of reference for implementation of OpenOne knowledge base solution in Allianz

In Allianz, we were looking for a solution that would ensure fast and reliable staff awareness, especially in operational departments. It turned out that although it might seem as a very common need of every major company, there are not so many interesting options on the market that would really suit all the requirements and be user-friendly. The question of relevance of information and the access authorization policy associated with it also comes into play. Today, companies do not only deal with the problem how to ensure that employees get the information fast, but also with the question how to properly classify the information in its amount and who should have access to it.

We have called OpenOne knowledge base solution Allipedia. It would be difficult to find another name that could better describe the meaning of this great application. From a user's point of view, I can hardly imagine how this system could be even more simple. Full-text search or sorting of topics to a structure defined by us are completely consistent with how we usually search for information on the internet. Also creating articles using Microsoft Word pursues the only goal – simplicity for users, in this case administrators.

However, when implementing a knowledge base, it is also necessary to take into account that the system is as good as its content. In the beginning we unfortunately underestimated that it is not only vital to include all methodological and working procedures in Allipedia, but that we also have to think over very well how we present the information to end users – the front-line staff. How long and fragmented should an article be, in which communication style should we write the articles and which graphic elements should we use to make all the information really clear? All this influences the use and long-term popularity of the knowledge base with end users. However, this cannot be solved by the system itself, it is the responsibility of key users – administrators and methodologists.

Today, hundreds of employees from all the company have access to Allipedia – the Customer Service Center, Insurance Administration, Settlement of Insurance Events, but also from the HR, Audit or the Sales Department. The number of articles exceeds 10,000 and is growing constantly. There is an increase of variety of topics found in Allipedia. It is not only product information and working procedures, but the system is also very useful for communication of operating instructions, news or as a library of training materials. Yes – the training is also based on Allipedia and thus newcomers get to learn the information in a way in which they later use it in their everyday work. This reduces, among other things, the time necessary for training preparation and printing of training materials. Why to print something that is in a second available on your monitor? I am really pleased that the use and popularity of the system is increasing constantly as we are further adding new information and refining it.

I would like to thank our supplier OpenOne for their active interest in customer needs and effort to constantly innovate the system. OpenOne team consists of professionals who at the same time try hard to achieve the best possible customer experience. That is a great combination and prerequisite for a successful cooperation.



**Ing. Martin Hlaváč**  
Customer Service Center Director

Allianz pojišťovna, a. s.  
Allianz penzijní společnost, a.s.  
Smilova 315, 530 02 Pardubice  
Mobil: 603 400 853  
[martin.hlavac@allianz.cz](mailto:martin.hlavac@allianz.cz)  
[www.allianz.cz](http://www.allianz.cz)