

Wolfgang Kohlschuetter

Insurance Consulting Company Owner

Insurance and Investment consulting

Allianz Generalvertretung e.K., a rapidly growing insurance and investment agency located in Germany, uses ConceptDraw products to communicate with their customers and allocate internal resources.

Industry:

Insurance and Investments

Location:

Germany

Challenge:

Present financial solutions to individual clients so that they understand the range of services they are being offered.

Toolkit:

ConceptDraw®
MINDMAP

Solution:

Build mind maps to visually depict and organize large amounts of information for clients so that they understand what services they are being offered. Use mind maps to identify skills sets and expertise of employees internally, to ensure appropriate designation of clients and agents.

Benefits:

Effective documentation of all products and services offered within the company, and a visual representation of information that is favorable and effective on a wide range of clientele.

Wolfgang Kohlschuetter, owns a high-profile insurance and investment agency in Lauf, Germany. His agency is an agent for Allianz, the largest provider of insurance in Germany, and one of the largest providers of insurance in the world. Wolfgang's agency provides many services for his customers including the planning and selling of services for construction financing, liability insurance, legal protection, company pension schemes, trust funds, travel insurance, motor vehicle insurance, accident insurance and many other important services for their clientele. His company uses ConceptDraw MINDMAP to document what services they are offering each and individual customer.

Wolfgang observes, "We have so many financial products to offer our customers, that it is important we can clearly document our services to effectively make better use of our resources. To accomplish this we use ConceptDraw MINDMAP Pro to visually build mind maps of our potential offerings for our customers. I find the visual presentation of information makes for a favorable impression on our customers. They can fully grasp the range of services we have to offer them."

"In today's complex fast moving world we find that a mind map will organize a large amount of information in a clear and comprehensive fashion. This helps our clients focus on what is important to them. We are definitely a services oriented business and our attention to detail and ability to clearly explain the value of our products to each client, is what sets us apart from competitors."

"We also use maps to identify the skill sets and expertise of the employees who work within our agency. If we need someone who has an in-depth knowledge of liability insurance we can refer to the map and quickly identify the agency's expert." "My agency has grown through hard work and careful attention to detail," Wolfgang notes, "but I also like to be innovative. I find that CS Odessa's ConceptDraw products are important tools that help me be as innovative in my business as possible."

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