

Press Information

HypoVereinsbank BKK chooses CONTENS once again

Munich, 17.11.2004 – The HypoVereinsbank Company Health Insurance Fund recently relaunched their extensive Web presence and chose the CONTENS Content Management Platform to handle all content-related administration. A central element of the new offering is a highly-detailed CONTENS application that was specifically developed for HypoVereinsbank to concisely display all offered services. The application eases the acquisition of service components and automatically assumes control of website output according to predefined criteria.

Starting now, a fully redesigned information platform about the HypoVereinsbank BKK can be found on its website at www.hvb-bkk.de. Members and interested visitors have access to extensive health information, a wide selection of the service programs that the HypoVereinsbank BKK offers, a monthly dues calculator as well as the ability to order information brochures online.

A highlight on the website is the service overview for the HVB BKK's most important target groups – employers and customers. Every service is categorised separately according to criteria such as the customer's age or gender, the type of service or the type of insurance. Single services are automatically sorted into their proper spots in the navigation in this manner; additionally, each service is newly displayed each time the home page is called up.

It's especially useful for the site's users that each service can be coupled with a FAQ or a contact person at the HVB BKK, thereby optimising userfriendliness. The entire service branch, the employee display as well as the attached FAQ's and answers were custom-made according to the demands of the HVB BKK and integrated into CONTENS. Editors receive assistance from a separate application, which lets them manage the highly structured content right in the user interface.

Intelligent online services increase the benefits for HypoVereinsbank BKK members. Customers can now independently make changes to their personal

files, order a new insurance card or print out proof-of-insurance documents for traveling in foreign countries, for example. Helmut Wunder, head of Marketing and Distribution at the HVB BKK, is pleased with the results: "Our new website sets standards in our industry."

The HypoVereinsbank BKK has been a CONTENS customer since 2001 and switched to its current CMS platform with the relaunch of its website. The Munich-based communication consultants Müller & Amorim headed the planning and conceptual design project, while the CONTENS partner FASTACTION took charge of the technical conversion.

About the HypoVereinsbank BKK

The HypoVereinsbank BKK is active across Germany and provides insurance services for businesses. Its customers are primarily found in the financial services sector. The HVB BKK knows the high demands and special needs of this group, and is therefore perfectly suited to provide the extra services required. The HVB BKK has been helping its customers achieve a higher standard of living for ten years and has, in that time, already made a name for itself as a health insurance provider that offers high-quality, customised services at a fair price. More info: www.hvb-bkk.de

About Müller & Amorim and FASTACTION

Müller & Amorim Communication Consulting for Corporate Branding and Business Communication is specialized in the consultation of businesses and organisations with complex services. Müller & Amorim have been consulting the HVB BKK since 1999. More info: www.mueller-amorim.de

FASTACTION was founded in 2000 as a consultation partner for direct marketing, online marketing and customer relations management (CRM). At the center of the FASTACTION team is the goal to establish the Internet as an innovative communication channel and as a profitable chain of distribution. More info: www.fastaction.de

About CONTENS Software GmbH

CONTENS Software GmbH provides Content Management Software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international firms.

A strong network of experienced partners conceives innovative and customised CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform independent CMS products businesses can quickly realise and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS Content Management products are Concordia Insurance Group, Credit Suisse, Davidoff, Discovery Channel, Eurocard, GlobeGround Servisair, Hapimag, HypoVereinsbank BKK, John Deere, Max-Planck, MVV Energie AG, Peri, ratiopharm, T-Mobile and Schwyzer Kantonalbank.

Further Information

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