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Vienna Insurance Group establishes first internal start-up #creatingtomorrow: viesure brings together digital projects in Austria

Vienna Insurance Group (VIG) has launched its first internal corporate start-up, the “viesure innovation center” (viesure). Managed by VIG’s largest Group company, Wiener Städtische Versicherung, the new company will focus on emerging trends in customer service. The start-up will be based at the “Talent Garden Vienna”, the city’s newest innovation hotspot, and will also collaborate with the startup300 network.

Digitalisation is one of the leading priorities in VIG’s “Agenda 2020” work programme. *“Our Group companies are keeping close track of the digital transformation. Some of our insurance companies are already collaborating with start-ups and benefiting from the combination of the experience of an established business with new innovative drive and an unconventional approach. I’m delighted that we have now launched a new start-up of our own under the management of Wiener Städtische and can begin positioning it in Austria. The creative outputs will then also be put to use within the Group,”* explained **Elisabeth Stadler**, CEO of the Vienna Insurance Group.

The aim of the new start-up is to help make purely digital interaction with insurance customers easier, faster and more transparent. This involves creating a digital ecosystem, digitalising internal customer-facing processes and designing innovative services that deliver added value. *“We are bundling our digital focuses in this new company, and at the same time capitalising on external know-how and the innovative spirit of the start-up environment. This will enable us to respond even quicker to evolving customer needs, cultural change and shifts in the market. viesure will play a part in consolidating Wiener Städtische’s position as an innovation leader on the Austrian market,”* emphasised Wiener Städtische Versicherung CEO **Robert Lasshofer**.

The new company will be headquartered at the “Talent Garden Vienna”, an innovation hotspot on Liechtensteinstrasse in the city’s ninth district. Detailed collaboration with the start-up scene is being driven forward by means of the Corporate Ecosystem partnership between Wiener Städtische and Talent Garden Vienna. Close cooperation with the startup300 network also opens up the opportunity to test and fine-tune business models against the backdrop of the digital transformation. Future trends, new digital services and innovative technologies are being trialled and given added impetus under the hashtag #creatingtomorrow. The new company can be reached at www.viesure.io.

Management of the new start-up is part of Wiener Städtische’s broad-based digital offensive, which is headed by Roland Gröll, Member of the Managing Board and responsible for IT. viesure will begin operations with a young, creative team of highly qualified IT and insurance experts. The viesure management team comprises Karin Kafesie and Dieter König, both of whom have been involved in developing and implementing innovation projects at Wiener Städtische. Karin Kafesie has extensive industry experience, and oversees strategic marketing and customer communication at Wiener Städtische. viesure will also benefit from her in-depth expertise in customer centricity and customer experience. Dieter König has specialised in digitalisation and the use of cutting-edge technologies for 20 years. He has wide-ranging international expertise in innovation projects, which he headed up for a global IT player in a range of managerial positions.

Photos for download can be found at:

<https://www.vig.com/en/press/press-releases.html>

Vienna Insurance Group (VIG) is the leading insurance specialist in Austria as well as in Central and Eastern Europe. About 50 companies in 25 countries form a Group with a long-standing tradition, strong brands and close customer relations. VIG has close to 200 years of experience in the insurance business. With more than 25,000 employees, Vienna Insurance Group is the clear market leader in its Austrian and CEE markets. It is therefore excellently positioned to take advantage of the long-term growth opportunities in a region with 180 million people. The listed Vienna Insurance Group is the best-rated company of ATX, the leading index of Vienna Stock Exchange; its share is also listed on the Prague Stock Exchange.

WIENER STÄDTISCHE is headquartered in Vienna and has nine state head offices, 130 business offices and around 4,000 employees. It is the largest company in the international insurance group, VIENNA INSURANCE GROUP AG Wiener Versicherung Gruppe (VIG). The company also has branches in Italy and Slovenia. WIENER STÄDTISCHE is an innovative, reliable partner offering solutions for all private customer needs and the needs of commercial and corporate customers.

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