

# Use case

# Landkreditt

Industry – Banking



# Uniting Agriculture and Finance: Landkredit

The Norwegian financial group **Landkredit** is a **fully digital bank**, managing currently approx. **33 billion NOK** in assets. Established in 1915, they look back on a steadfast history in agriculture, which is to this day reflected in their name, their market focus, and their ownership formed by **13 agricultural cooperatives**.

With 200 employees, they provide financial solutions in the areas of banking, funds, insurance, and real estate. With their easily accessible, flexible, and self-service-oriented online products, they strive to contribute to a better economy for their members and customers. This **dedication to fairness and quality** also shows in their support of fair wage payment and quality crop infection control as well as mentorship programs for young people interested in agricultural careers.

33 billion

NOK currently  
managing in assets

9000

Active members of  
the bank

400+

daily inquiries via  
web forms

# The challenge: Navigating customer satisfaction and operating costs

With 9000 active members, Landkreditt Bank receives up to **hundreds of daily inquiries via web forms**. These inquiries are routed to a queue, where customer service agents must manually process and address each one. In a constant struggle of balancing between meeting their customer's expectations with quick turnaround times and maintaining low operating costs without a decrease in efficiency, they were **in need of a cutting-edge solution**.

## Mode of enquiry:

✉ Email

📄 Document

# How a new employee faced the problem

Early on, Landkreditt Bank realized that the AI solution offered by Simplifai was exactly what they were looking for. With the unique ability to receive and independently handle customer inquiries, it is able to **automate customer services tasks and back-office operations**.

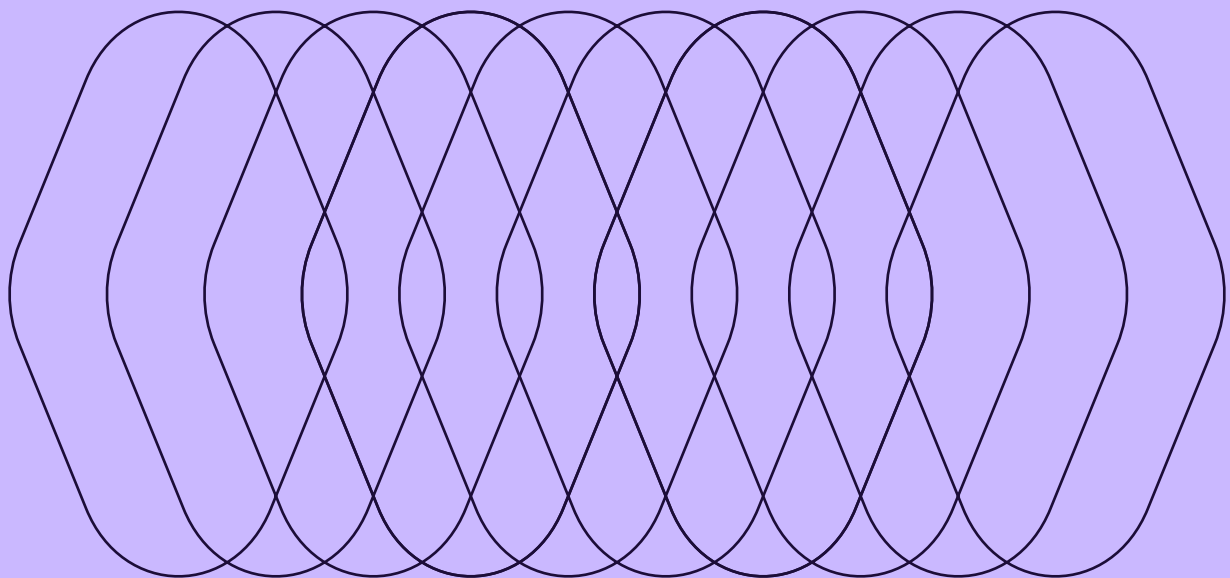
Today, Landkreditt Bank uses **Simplifai's AI solution** with its Email processing module to receive and handle customer inquiries. The Email processing identifies and handles different types of inquiries such as loan applications, credit card applications, savings, and Bank-ID requests, identifying information like names, birth dates, and account numbers for both existing customer cases and new sales opportunities.



# Unlocking the power of AI with a AI solution. Here's how it works:

The AI solution **reads and interprets customer inquiries** and uses the identified information to **decide on an action**. In the case of Landkreditt, the AI solution is **connected to third party systems**. It verifies the customer's data by checking whether the relationship declared in the web form is valid in the Folkeregisteret, the Norwegian National Population Register.

The AI solution is responsible for **creating or updating customer profiles** in Landkreditt's CRM based on the information provided in the form, or by requesting missing information from a customer. It also continually **monitors the queue for new cases and leads** and provides status updates to Landkreditt on a regular basis.



# Benefits of a value-oriented resource

Currently, Landkreditt's AI solution automates the handling of **400,000 e-mails per year**. Supporting their **8 customer support agents and 25 customer advisors**, the new addition to the team **contributes to streamlining Landkreditt's work processes** and frees up time for a better customer experience by increasing work efficiency in the customer service department and significantly reducing response time.

400,000

E-mails automation handled per year by Landkreditt's AI solution

8

Customer agents supported

25

Customer advisors supported





# Expanding across all business areas

As Simplifai's first customer, Landkreditt Bank trusted us with their optimism in innovation and technology. In 2022, our achievements have led them to **sign a new two-year license and innovation agreement with us**. The agreement enables Landkreditt to implement Simplifai's AI solution across all business areas: Banking, Insurance, Property, and Asset Management.

The successful past and promising future ahead attests to how the AI solution does not only fit Landkreditt's digital, customer-friendly, and flexible product design, but also significantly **contributes to their vision of creating a better economy** prioritizing quality and fairness.



Landkreditt has an ambitious strategy to digitize and improve customer journeys using IT tools. Simplifai delivers tools and know-how that enable us to improve and advance toward these goals. We are looking forward to a continued valuable and rewarding cooperation with Simplifai for the years to come.



**Einar Storsul**

CIO of Landkreditt Bank



Go to [simplifai.ai](https://simplifai.ai)  
to learn more or  
[book a demo.](#)