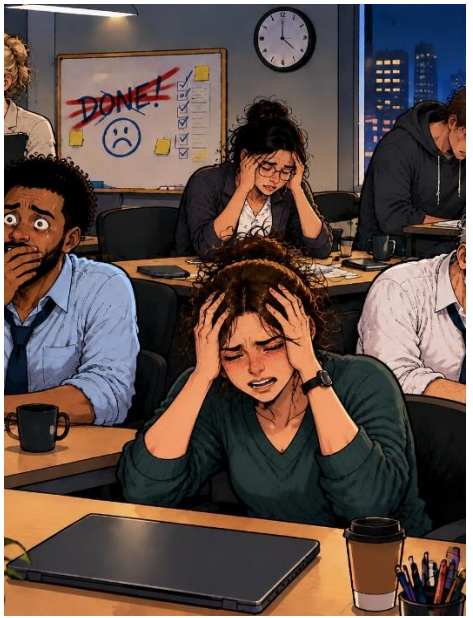
Once upon a time...









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Project KISS24nexT

November 9–10, 2026

Techniker Krankenkasse

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We are



Susann Ewers
Functional Project Lead



Patrick Hahne
Technical Project Lead

About Techniker Krankenkasse (health insurance)

12.5

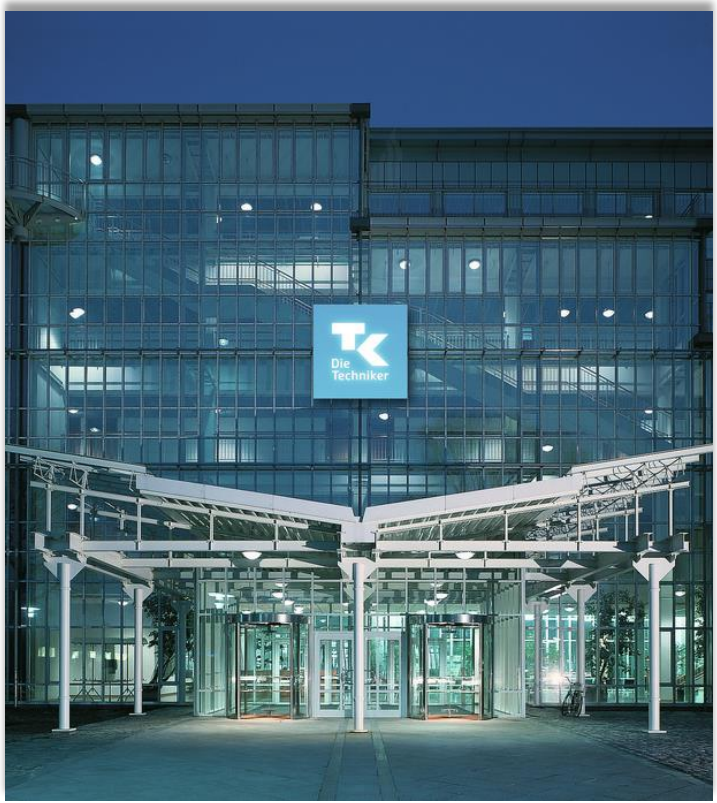
million members

(Rounding differences may occur)

65 million

letters

were sent by TK in 2025.
(41 million centrally, 1 million locally, 23 million electronically)



15,700

employees

work at TK, including around 700 apprentices and dual-study students.

24.3

calls

million phone calls with customers were handled by TK in 2025. Members can reach TK **24/7, 365 days a year.**

[TK Annual Report 2025]

Our project Kiss24nexT









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Migration Facts

60%

of templates already migrated

Framework

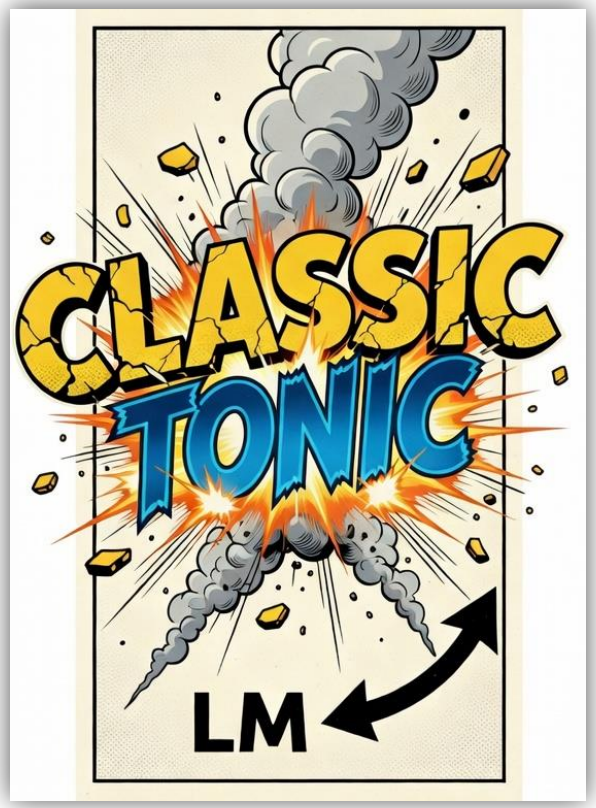
redeveloped

2,800

text modules revised

Employees

Internal: 21
External: 12



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Experience and lessons learned from our migration

Communication

A closed book!

Change Management

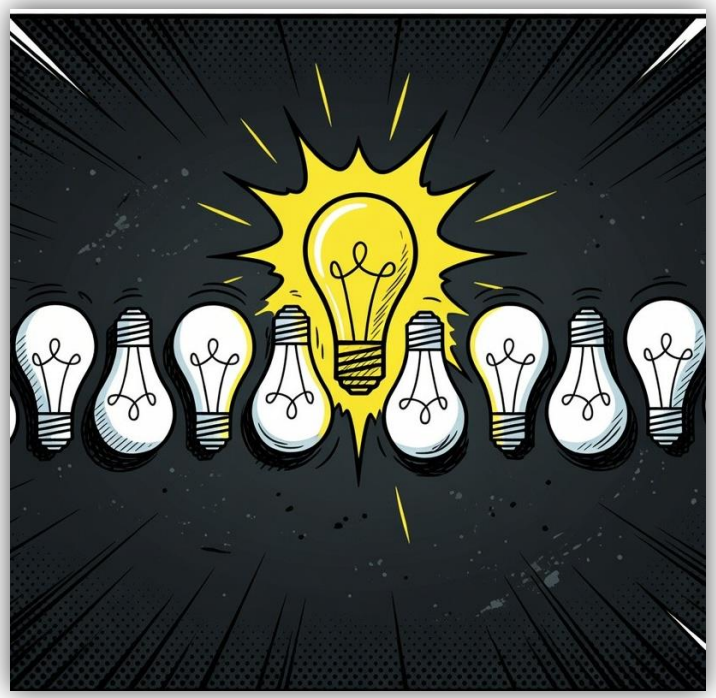
Challenging!

Planning

Less is more!

New Framework

New Features



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Email Output Channel

~ 1,500 email text modules

In-house application

Volume increasing

Domain encryption



Sending volume: 1 million

Use of third-party software

Media discontinuities

Current software solution is insufficient

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AI as a supporting factor

Summary
(for employees)



Summary
(for recipients)

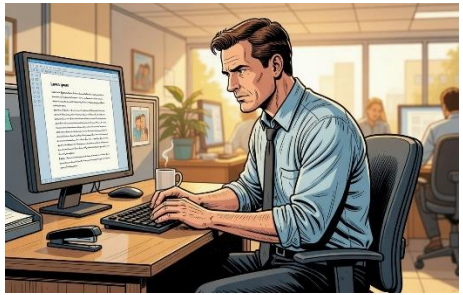




Writing assistance



QA in the editorial system



Quality check during letter creation



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AI: Challenges

Production monitoring

Hype vs. Reality



Communication

Identifying requirements

Testing

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AI experience and lessons learned

Early stakeholder involvement

Monitoring



Input optimization

Knowledge multipliers

LLM temperature

Testing strategy

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Project outlook

Migration

moves into focus

Change

in the editorial process

Goals

to be achieved in 2027

Perseverance

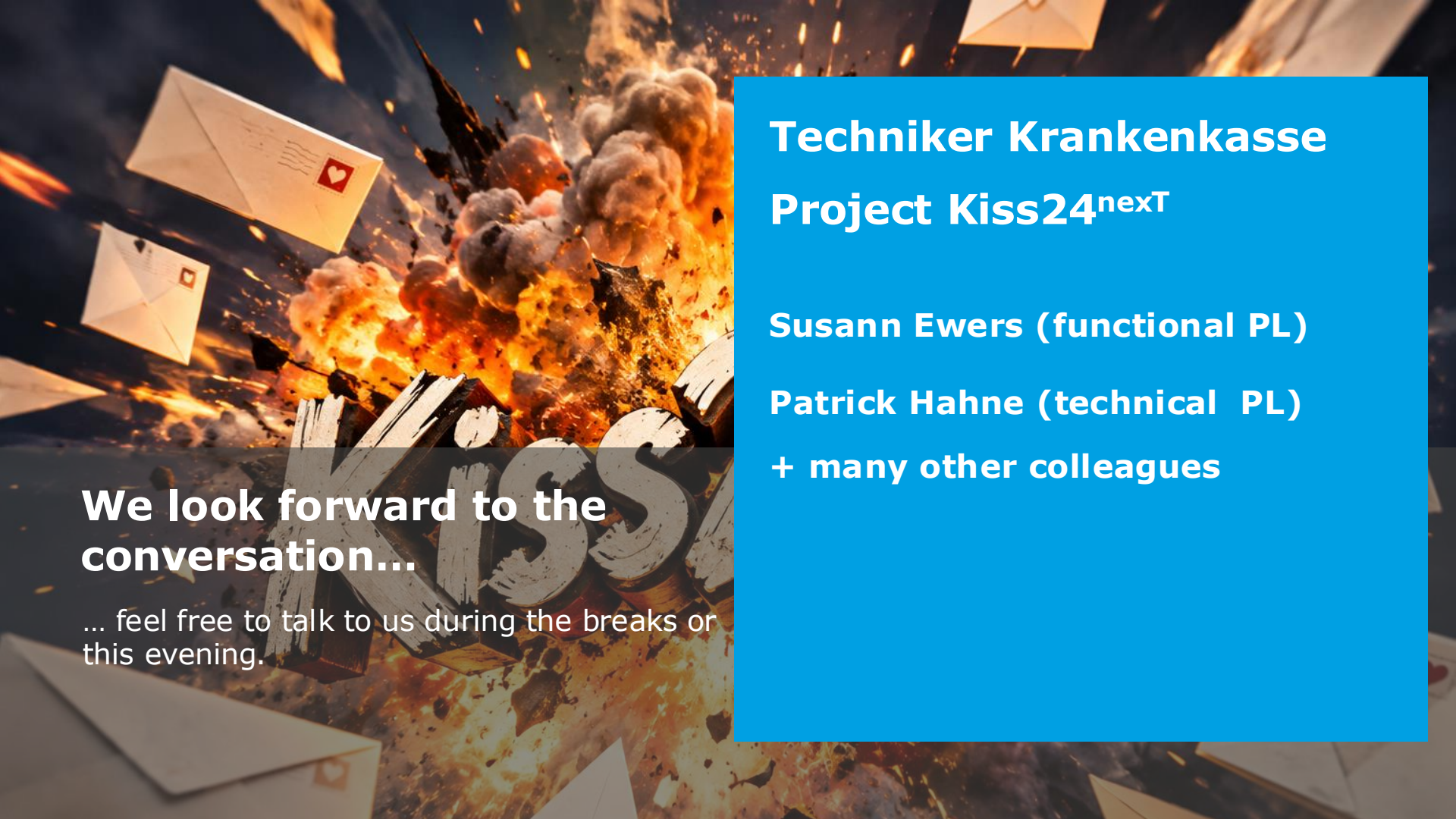
throughout a five-year project



*AI-generated image

And please don‘t…





We look forward to the conversation…

… feel free to talk to us during the breaks or this evening.

Techniker Krankenkasse

Project Kiss24^{nexT}

Susann Ewers (functional PL)

Patrick Hahne (technical PL)

+ many other colleagues