



Initial situation

Modern, bright and homely: with its new customer service centres, AOK Rheinland/ Hamburg is implementing new working and consulting concepts. The creative studio kplus konzept developed a design concept for around 60 branch offices that can be implemented in a scalable manner for different branch sizes and can be implemented uniformly and sustainably despite different area layouts.

The project: Furnishing of approx. 60 branches of AOK Rheinland/Hamburg

Client: AOK Rhineland/Hamburg

Planning and implementation: kplus konzept

Realisation: 2021- 2023



Implementation

Face to face counselling at eye level: The counselling area, which is designed as an open space, has different zones for different counselling scenarios. The first point of contact, a reception counter, can be used to access different areas. For less sensitive consultations, ophelis docks 2-seaters with screens or docks elements with corner screens in pleasant green tones were selected. The use of various acoustically effective materials, such as felt, gives the open waiting and consultation area a discreet character while maintaining an informal atmosphere. Soundproof consultation boxes are also available for confidential conversations.

Clearly evident throughout the project is the feel-good factor, where staff and customers of different demographics can meet at eye level.

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