

# ORACLE CRM ON DEMAND INSURANCE – DISTRIBUTION MANAGEMENT SOLUTION



THE WORLD'S MOST  
COMPREHENSIVE CRM ON  
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt insurance solutions
- Embedded marketing, sales, and service best practices
- Role and process-based solution
- Automate repetitive tasks
- Increase visibility across Channels
- Improve Producer effectiveness and retention

*For many insurance carriers, sales through indirect channels form the largest proportion of their business. However, most carriers do not have tools to help them optimize indirect channel relationships. As competition increases, the need to attract, retain, and effectively manage superior producers is becoming more and more important. Oracle CRM On Demand Insurance provides a cost effective solution for your channel managers and producers to become more productive. It provides new ways of winning and maintaining the loyalty of your channel partners, while growing the business and improving your profitability.*

## **Solution for Channel Managers**

Many carriers do not have a single place where channel managers can find channel and partner information. So many channel managers are spending 50% of their time putting out fires and looking for information rather than focusing on high-value-tasks that increase channel performance. Oracle CRM On Demand provides partner profiling features that capture all information related to partners in a common location. It equips the channel manager to perform joint business planning and analyze partner versus channel performance, allowing a carrier to understand its channel better and increase sales and profits through and across channels.

## **Broker Profiling**

Oracle CRM On Demand provides producer profiling features that capture a wide array of information related to producers such as demographics, revenue, book of business, account penetration, and other valuable information that can be used internally and externally to improve channel performance. The producer profile features allows channel manager to get a 360-degree view of producer information. It enables the channel manager to collaborate effectively with producers and increase company revenues.

## **Business Planning**

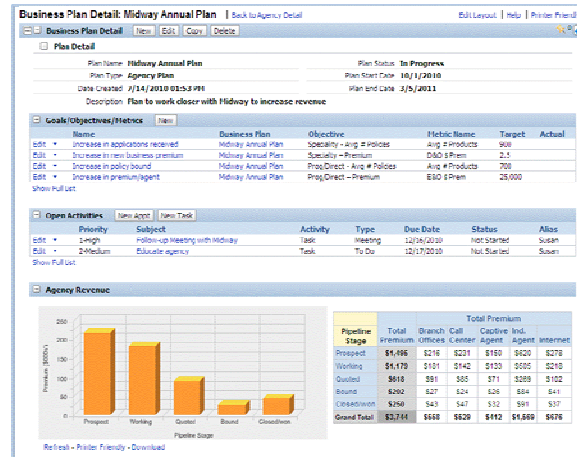
Business plans and objectives help ensure the channel manager and partners agree on the strategies they will pursue for a given time period. Multiple plans can be created for different time periods, products, or marketing campaigns that can be run simultaneously. Each plan contains detailed objectives that are assigned to specific producer(s) to ensure everyone is aligned and accountable

**KEY FEATURES**

**CHANNEL MANAGER SOLUTIONS**

- Partner profiling and management
- Partner recruitment and lifecycle management
- Lead distribution and management
- Sales tools management – literature fulfillment, sales training, proposal generation
- Sales and marketing program management
- Forecast management
- Business plan management
- Information management – price changes, product update, bulletin, etc.
- Partner analytics

for achieving their goals for the period. Real-time Business Planning Analytics allow channel managers to analyze and determine how plans can be supplemented or adjusted for maximum future performance or developing business environments. This is especially important to help businesses respond quickly to unexpected market conditions.



**Marketing Campaign**

Oracle CRM On Demand enables channel managers to gather, analyze and act upon information about their customers gathered through partners, existing book of business information, existing client or market information plus external information imported into the system. Coupled with partners’ knowledge in local markets, channel managers can develop joint marketing programs that are targeted to specific customers’ requirements. Oracle CRM On Demand allows you to manage the allocation of Co-Operative and Marketing Development Fund spend, and to facilitate joint sales and marketing collaboration with the partners. Historical analytics allow detailed analysis of marketing spend, such as by partner, purpose, timeframe, or type of event, to ensure efficient allocation and gain insight into ROI metrics.

Oracle CRM On Demand offers the Channel Manager the ability to design and implement marketing campaigns both to the general public and to the Insurer’s producers. Marketing to producers can include new product releases; product, pricing or underwriting updates; special incentives or impending changes. This enables insurers to stay fresh in the mind of producers and position products or programs as effectively as possible, developing a well qualified application pipeline. Additionally, campaign capabilities can be extended to producers themselves. Using this tool, producers can create their own marketing campaigns to their existing or prospective customers. This not only improves their effectiveness but improves their relationship with the insurer, increasing producer retention

## KEY FEATURES

### PRODUCER SOLUTIONS

- Contact management
- Household/Account management
- Activity & calendar management
- Lead management
- Opportunity management
- Forecast management
- Email management – integration to Outlook and Lotus Notes
- Policy and Claims management
- Producer Success Model Framework

### Partner Portal

Oracle CRM On Demand allows carriers to configure fully branded partner portals that utilize their choice of logos and color schemes at the click of a mouse. Different themes and layouts can be created for each partner type. Content shared with partners via the Solutions tab gives partners access to the latest sales collateral and best practices, while the training and certifications module helps keep partners' knowledge current, ensuring they understand and can articulate the value and messaging of carriers' products.

### Lead Management

Oracle CRM On Demand allows carriers to route leads to direct sales reps, independent producers, or brokerages/agencies as rules of engagement dictate. Leads routed to agencies/brokerages can be sent to a single or named user, an entire organization, or to a lead pool consisting of agency/brokerage users from multiple agencies that claim leads on a first-come, first-served basis. Once claimed by a user, the insurer can monitor that those leads are being followed up in a timely manner and managed all the way through to opportunity closure. How well leads are managed and executed over by producers can be tracked with analytics and be used to determine how future allocations are made or what level of participation will be extended to producers.

### Channel Analytics

Incorporating Oracle's industry-leading business intelligence capabilities, Oracle CRM On Demand delivers "analytics everywhere" that gives visibility to channel manager into the channels' sales, marketing and operational performance metrics. It helps channel managers to make decisions to close more business and improve margins across all sales channels. It comes with out of the box dashboards, reports, KPIs, and a hosted data warehouse to help channel managers make the right decisions on distribution strategy and unlock the full value of the channels.

### Solution for Producers

Competing for producer mind share is critical given the influence that producers have in the customers' buying decisions. In almost 70% of cases, a producer is predisposed to recommend a specific brand. In 96% of cases, the customer accepts the recommendation. Given a level playing field in the price and product components, being easier to do business with than competitors and equipping the producers with the right tools to do business with carriers are key steps towards winning producer mind share. Oracle CRM On Demand provides a unified producer desktop where producers can get access to sales tools to manage accounts, contacts, and deal information more effectively. The On Demand analytics also provides visibility into account activity and pipelines so producers can maximize sales performance. It allows producers to do business more efficiently with a carrier and to build their loyalty toward carrier's brand.

**KEY BENEFITS**

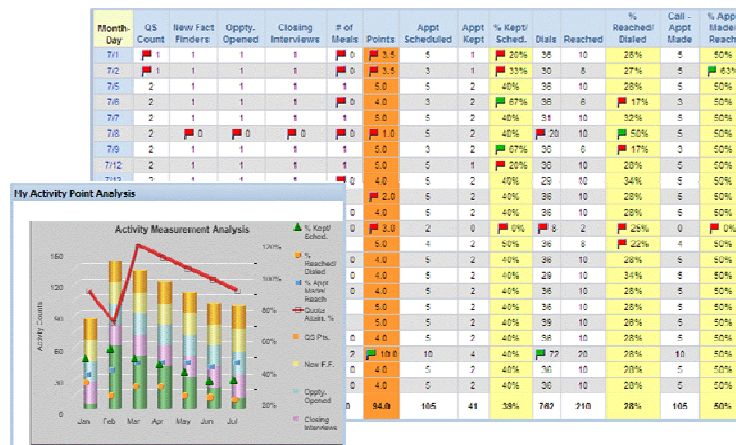
- Improve closing ratios
- Decrease the cost of sales
- Improve ROI on marketing campaigns
- Reduce attrition and churn
- Increase persistency
- Lower expenses
- Improve producer loyalty

**Producer Success Model**

The Producer Success Model (PSM) is a framework that can be used to make producers becoming more successful. There are two keys activities that successful producers do: they follow up their leads and stay in touch with their client regularly; and they review their sales activities on a regular basis. At first glance, those two key activities may seem simple enough. The problem is that they must maintain relationships with hundreds of people. Without a system to manage all of those contacts and sales activities, the mind cannot possibly keep track of them all. This is where the Producer Success Model comes in.

The PSM built in Oracle CRM On Demand automates the creation of activities to help the producers make regular contacts. It will generate a daily call list to call leads and clients. Depending on the result of the call, Oracle CRM On Demand will automatically generate future follow up calls. These automatic contacts are important in working a healthy pipeline and sustaining the relationship that leads to a loyal clientele, resulting in higher retention, repeat sales, and ongoing referrals. The Oracle CRM On Demand solution also keeps track all sales activities and provides analytics reports to make it easier for producers to review those activities and make adjustment.

Most importantly, the Producer Success Model will help producers reach their targets by setting, along with either sales or channel management, realistic working goals that are tracked – and producers can monitor their own progress. With this self-guided process, producers can set sales, income, bonus, or reward targets and lay out the activities they need to accomplish to reach these goals. Throughout the year, producers can track their sales activities against their performance to see how close they are coming to plans and reaching their goals.



**Comprehensive Customer Relationship Management**

Oracle CRM On Demand provides an integrated sales, marketing, and service solution for the producer. It allows producers to have a 360 degree view of their customer relationships. It captures not only customer profiles but also household/account information, clients’ interests, and clients’ portfolios and policies. The sales features include lead management, opportunity management

and sales forecast. The best-in-class marketing capabilities enable companies to nurture inbound leads acquired from the internet or other sources until they are ready for producer follow up. The service features allow producers to submit service requests for themselves or on behalf of customers, or to take ownership of service requests and work them to completion.

### **Producer Analytics**

Oracle CRM On Demand provides real-time, actionable business intelligence for producers through interactive dashboards, custom reports, and historical trending. Built-in advanced analytics include sales pipelines, where producers can monitor the opportunities they are pursuing and diagnose problems in the pipeline. Producers can proactively resolve pipeline concerns early in the process and maintain high close rates. Additionally, there are other built in analysis such as lead flow, conversion rates, cost per lead, and many other related areas with prebuilt dashboards and analytics that can help producers become more productive and close more business.

### **Bottom Line**

Oracle CRM On Demand delivers capabilities to optimize your channel enabling you to grow your business profitably. It provides solutions for channel managers to access partner information centrally and analyze channel, regional and book performance. It also allows channel managers to manage leads more effectively by tracking leads through the entire sales process. Using Oracle CRM On Demand will eliminate many paper-based transactions with partners, freeing up time to work on revenue-generating activities such as business planning and joint marketing campaigns. You can also equip your producers with Oracle CRM On Demand. With the productivity tools provided in Oracle CRM On Demand, your producer can become more efficient, resulting in increased revenues and improved loyalty.

For more information on how the Oracle CRM On Demand Insurance Solution can address your specific needs, please visit [oracle.com/crm](http://oracle.com/crm) or call +1.866.906.7878 to speak with an Oracle representative.



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