Case Study

Salesforce Veruna Agency Management System Implementation
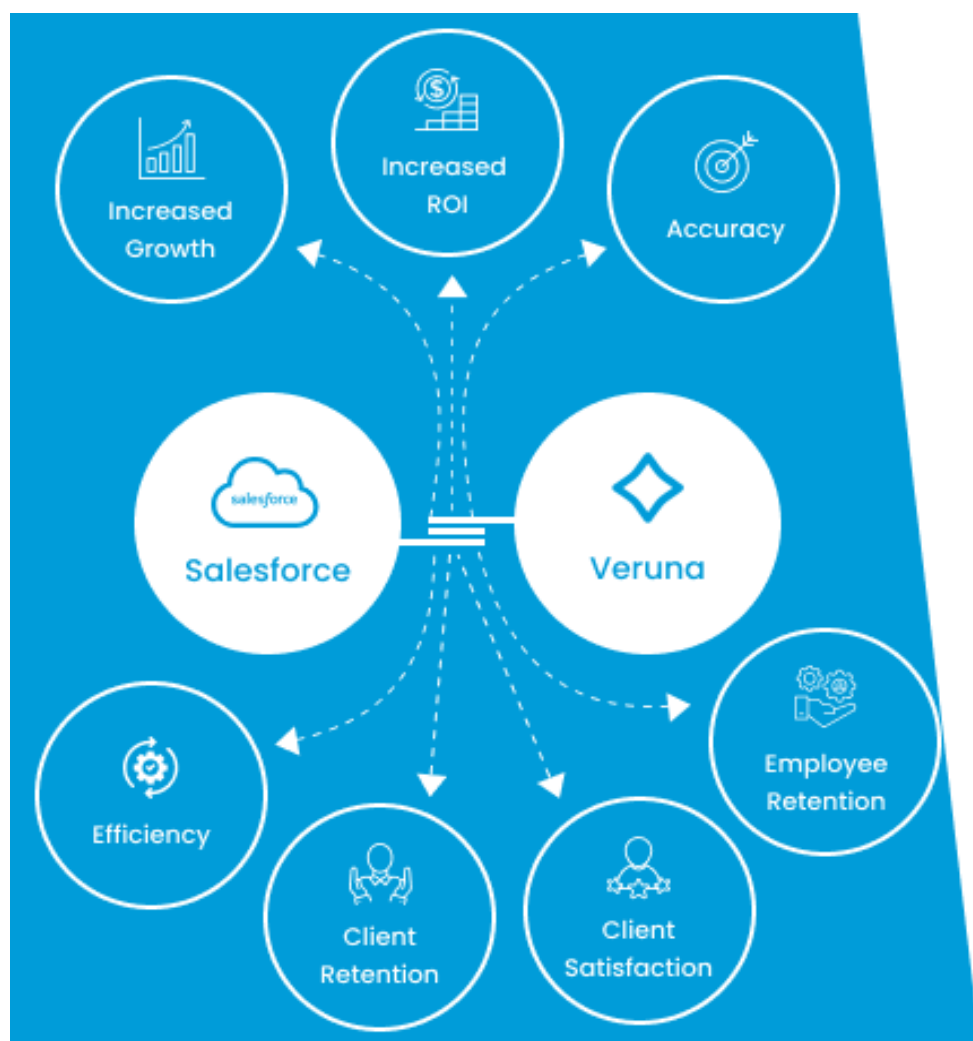
Prepared By : SP Tech Inc.

info@sptechusa.com

www.sptechusa.com

SP Tech
Salesforce Practice

Who Are We?

SP Tech is a Salesforce success partner, helping businesses across the globe- to Develop, Sustain, and Manage the digital ecosystem for years now.

We were established in 2015, currently working across the USA & India. Our major expertise and 20 years of combined knowledge can promise you robust solutions across the healthcare and financial domain.

Our experts focus on your problem areas to figure out solutions, which can leverage the best of the Salesforce Cloud Computing platform. In turn helping you get more Sales, drive better revenues, and focus on exponential business growth.

SP Tech
Salesforce Practice

Project Description

Our Client wanted Agency Management System (AMS) for managing Sales, Client, Documents, and Security along with integration with Salesforce. Additionally, the objective included PL rater integration as well as IVANS-Carrier Downloads.

Industry
Insurance

Products
Salesforce Sales Cloud
Veruna Insurance

SP Tech
Salesforce Practice

About Our Client

The client is a family-owned Insurance Agency, and they are dedicated to service-oriented Approach. They offer multiple Insurance products across Personal & Commercial space such as Home Insurance, Auto Insurance, Home & Auto Combined Insurance (Bundled) as well as Umbrella Insurance.

SP Tech
Salesforce Practice

Objectives

The main objectives of the project were:

➢ Agency Management System

➢ Sales Management

➢ AMS Client Management

➢ Document Management Module

➢ PL Rater Integration

➢ IVANS-Carrier Downloads

➢ Security Management

SP Tech
Salesforce Practice

Challenges

➢ Independent Insurnace agencies need Agent Management system to store all the policy related information at one place. If the client does not have this, they have to scan hundreds of documents, which might not be possible without the Agency Management System.

➢ The client needed a sales system for upfront tracking, recording and management of Sales Processes. All these back-office tasks and operations could be possible with the Agency Management System.

SP Tech
Salesforce Practice

Continued…

➢ The Legacy AMS system made things complicated and time-consuming for the users. For day-to-day operations, users had to use different systems. Additionally, it was not scalable, and not suitable for any time of customization.

➢ Agents were spending hours on buggy, duplicated or unorganized data while dealing with checks and balances.

SP Tech
Salesforce Practice

Solutions

➢ Salesforce has the solutions to help bridge the gaps between the front-end as well as back-end users.

➢ Veruna Implementation could add to the overall management of customer data and process management.

➢ We also helped with automatic marketing outreach, quoting and delivery of SMS, email etc.

➢ We helped the client with Veruna Salesforce Implementation, as Veruna was natively built on Salesforce that is highly customizable and allows integration with a lot of third-party applications. Veruna offers a wide range of Modules and functionality.

SP Tech
Salesforce Practice

Continued...

➢ Veruna AMR, with its fresh perspective and injection of innovation, unlocks a slew of essential capabilities for insurance firms, including purpose-built modules for:

a. Management of sales and marketing
b. Management of clients
c. Accounting
d. Forms & Documents
e. eForms from ACORD
f. Integrations with third-party software
g. Creating custom reports and analyzing data

SP Tech
Salesforce Practice

Continued…

➢ Most of the functionality needed by the Client came out of the box and the system was flexible enough to customize any of the specific business requirements of the clients.

➢ Users were now able to use Single Salesforce CRM for all of their day-to-day operations. Also, as Veruna is native to Salesforce, we enabled validation rules and other integrity checks to avoid duplicate entries

SP Tech
Salesforce Practice

Benefits

➢ As there were no two systems anymore, hence sales team did not have to do switch over between two processes. This helped them focus better and perform tasks with increased efficiency.

➢ With Integrated AMS and CMS, there was a better visibility to work.

➢ The overall accuracy of the systems was increased as switching between both was a cumbersome task earlier. Also, there was no duplicate or obsolete data.

SP Tech
Salesforce Practice

Results

- ➢ Added in **growth of revenue by 300%** for the first year and it kept growing for the subsequent years.
- ➢ There is a **60% increase in the renewals** by underwriters on a monthly basis.
- ➢ **Increase efficiencies** due to integrated systems all under one roof.
- ➢ Increased accuracy in the task along with better client retention, client satisfaction, as well as employee retention.

SP Tech
Salesforce Practice