

High Speed Sales

"We wanted to accelerate sales processes at the point of sale (PoS)", says Heinz Willemsen of Westfälische Provinzial in Münster, "and we were looking for a sales solution to automatise standard sales processes." But a balancing act was required: "At the same time, the solution should be flexible enough to depart from standard-processes at any time." With the Agentursystem Prima from BRAIN FORCE Financial Solutions AG, insurance agents already have such a tool at their disposal.

Swift Implementation

"BRAIN FORCE Financial Solutions AG customised its Agentursystem Prima to meet our agencies' needs", enthuses this marketing/technical sales support expert: "Thanks to the BRAIN FORCE specialists' outstanding preparations, the roll out took a mere four months." The new solution was swiftly made available, and a fast return on investment (RoI) was achieved.

Turbo-Powered Processes

Prima provides comprehensive sales process support: "Routine activities are drastically accelerated", explains the marketing expert, "thanks to a complete visualisation of all sales processes." From initial offerings to automatic generation of applications for pending contracts to the creation of all policy documents, to include commissions. Automatic application controls complete the process.

Highly Flexible Sales Processes

When advising customers, all information concerning the insured is available through the profile register. Prima offers an optimal overview of all household members and their insurance status: "Color-coded switches signal insufficient levels of home, life, or other types of insurance. An especially sophisticated tool is the "Barometer", in which the colors of a traffic light signal the need for consultation." Instant switching to a rate calculator during consultancy enables you to calculate individual offers on the spot: "You can't ask for more flexibility", says our expert at Westfälische Provinzial.



PROVINZIAL

Powerful Cost-Reduction

The Agentursystem has radically accelerated the sales processes at PoS for all of this private insurer's products. The headquarters in Münster profits from Prima as well: After they've been processed, all applications data are electronically transferred to headquarters, where the it is transformed into a policy – a process which has been almost completely automatized. An enormous cost reduction is the result.

Daily Data Updates

Every agency has a direct line to headquarters, thus enabling access to various online information systems. E-Mail, internet, specialised Lotus-Notes-databases, as well as internal order services are accessible as well. In the opposite direction, applications data is automatically transferred from the agencies to headquarter's central computer, which in turn provides updated data daily. In addition, internal Controlling for each agency is provided by automatized applications file adjustments. "In this way the agencies always have the data needed to determine whether their salespeople are reaching their targets", enthuses Heinz Willemsen, "and their data is always up-to-date!"



Mobile Access

Thanks to Prima, salespeople can use notebooks to gather customer data offline in the field to be entered later for use at the agency. This allows the customer to fill out applications electronically. "That saves a lot of time and money", says our expert.

Perfect Campaign Support

Prima's many features make it an ideal sales-campaign planner: "For example, regional campaigns may draw upon pre-defined selection criteria. In a second, your target group has been defined.", explains Willemsen.



Basis for the Future

Currently, a new concept "Prima II" is being developed. "We want to bring about a recentralisation", says Heinz Willemsen as he looks to the future. "At the same time, we'd like to place more emphasis on internet technology." All sales areas will be tied to a centralised system and server – the agencies then have immediate access via web services. "In this way, we can cut costs further", he predicts. "It's good to know that we may draw upon the deep know-how and extensive experience of BRAIN FORCE Financial Solutions AG's consultants during this project as well."

The Nr. 1 in Westphalia

With roughly 1.8 million customers, Westfälische Provinzial Versicherung is Westphalia's market-leader. Generated income for 2003 reached 2 billion Euro, total insured grew to around 6.3 million policies. As a service-oriented complete insurer, the Provinzial, thanks to its cooperation with the Sparkassen and the LBS, offers customised insurance coverage for both private and corporate customers. The key to its success is its extensive sales-network: "Always there – always near" is the Provinzial's slogan, for 95% of its customers are less than ten minutes away from an agency.