

# *Sales, Distribution & Technology*

## **Benefits, Must-Haves and Lesson Learned of a Successful CRM System**

View points provided from a Distributor,  
Carrier and Solution Provider's perspective



ILTCI

15th Annual Intercompany Long Term Care Insurance Conference

# *Sales, Distribution & Technology*

## **CRM A Distributor's Perspective**



Kensington Schmidt



**15th Annual Intercompany Long Term Care Insurance Conference**

# SIA Companies - founded 1979



- Started selling “Nursing Home Policies,” a product no one had ever heard of
- But....business escalated quickly to 3 states
- In 1983, purchased first computer
- At first, basically just a file cabinet for clients

# Logical progression to build our own



- We were designing, printing, and mailing leads for our agents
- Even with an amazing 12% return at the time, costs were exorbitant & increasing
- We needed to track agent info – and success ratio – to get to a solid bottom line
- Necessity was truly the Mother of Invention for us, because no one had CRM for LTC

# Expected benefits of building CRM?



- SIA's home office has always been in ND
- We didn't have the benefit of location
- SIA needed to deliver **more** just to compete on a Distributor level
  - Speed, accuracy, efficiency, reporting became our hallmark

# Obstacles to building our own CRM?



- Computers ran in DOS – not user friendly
- Consultants were ***continually*** needed for the most basic of functions
- Insurance companies focused any IT resources solely on Life Industry
- SIA added states so quickly we couldn't wait
- For years, we retained services from 3 different consulting firms to meet our needs

# Obstacles to building our own CRM?



- But Consultants have other clients
- And let's face it, entrepreneurs are not patient people
- Strategic decision to hire our own programmers
- In 2010, SIA Technologies became the newest of The SIA Companies

# Programmers + Agents



- Company policy has always required that **every** employee be a licensed agent
- But not Programmers, right?
- Who does that?
- We do.
- Our Programmers obtain & maintain licenses
- Result: SIA can truly say  
*“Our Technology is built by Agents, for Agents”*



# Advice for User Adoption?



- Build a culture of change
- Empower & incentivize employees to seek & demand tech-based solutions to mundane, repetitive tasks
- Believe that “everything matters” & come to work every day seeking newer, better answers

# Examples of CRM benefiting SIA?



- Streamlined communications
- Tracking/reporting every activity
  - Agent touches, App & Status touches
  - Date stamps on actions by SIA/Agents/Carriers
  - Tracking Quote Requests & turning them into Birthday Leads
- Higher Issue Rates + Lower Costs
- Greater contributions to Carrier Relationships
- High level HIPAA compliance

# Key Take-Aways from SIA



1. Make a significant, continual investment in technology at the highest level of your organization
  - a) Be vigilant, don't start process & walk away
  - b) Whatever you think it will cost, double it
  - c) Don't see it as an expense, but an investment that must deliver solid, tangible return

2. Do your research before buying/building.
  - a) Ask questions, check references & experience
  - b) Beware piecemeal approaches that can't/won't integrate across the sales cycle
  - c) Plan/build software that can meet your needs for today & tomorrow

3. Build a Culture of Change to support IT efforts
  - a) Fresh, new ideas/demands = continued success
  - b) Incentivize & reward your employees for IT ideas
  - c) Henry Ford's vision of empowering every worker on the assembly line still applies today...  
it's the heart of fresh, new technology &  
the core of tomorrow's Long Term Care industry

# *Sales, Distribution & Technology*

## **A Carriers Perspective**

### **Heather Adkins**

AVP, Digital Marketing & eSolutions  
Transamerica Brokerage

The logo for the Intercompany Long Term Care Insurance Conference (ILTCI) is a dark blue rectangle with the letters "ILTCI" in white, serif font.The background of the slide features a photograph of a two-lane road stretching into the distance. The road is flanked by green fields and a fence. On the left side, there are trees with autumn foliage and a rocky cliff face. The sky is bright and clear.

**15th Annual Intercompany Long Term Care Insurance Conference**



## Happier Sales Team

- Prioritize work
- Better understand customers
- Connect with internal experts





## Alignment of Efforts

- Focus on the customers who matter most



## Management Visibility



## Improved Engagement

- Connect Sales & Marketing



## Quantify Our Efforts

- Allocating resources to the right customers





# Challenges



## Resources



## Subject Matter Experts





# Data





# Selecting a Solution



# Selecting a Solution



**Not Just a Tool,  
But a Business  
Partner**

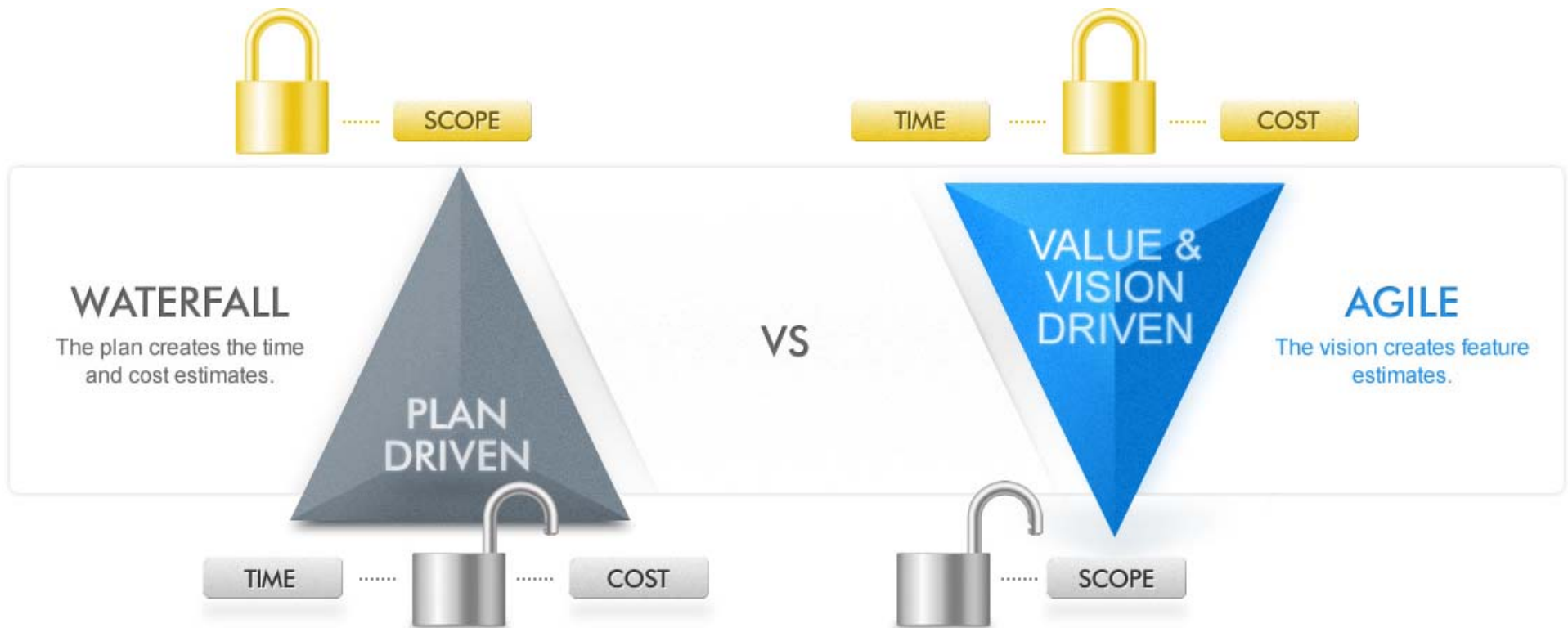
Benefits, Must Haves & Lessons Learned for Successful CRM Systems

## Business Requirements



“As many as **85% of companies** that buy CRM software to automate sales efforts **don’t pick the right tools** because they fail to define business objectives or develop processes for meeting objectives.”  
- Gartner Analyst Robert DeSisto

## Go Agile





# Selecting a Solution

## Consider Other Tools You Want to Integrate

The image displays a comprehensive grid of software solutions, organized into four main horizontal sections:

- MARKETING EXPERIENCES:** This section is divided into several sub-categories:
  - Mobile Marketing:** Includes logos for Tapjoy, Leadbolt, and others.
  - Display & Native Ads:** Includes logos for Rubicon, Doubleclick, and others.
  - Video Marketing & Ads:** Includes logos for Vimeo, Brightroll, and others.
  - Search & Social Ads:** Includes logos for AdWords, Bing Ads, and others.
  - Communities & Reviews:** Includes logos for Ning, Livefyre, and others.
  - Email Marketing:** Includes logos for Constant Contact, Mailchimp, and others.
  - Influencer Marketing:** Includes logos for AspireIQ, and others.
  - Social Media Marketing:** Includes logos for Hootsuite, Sprinklr, and others.
  - SEO:** Includes logos for SEMrush, Moz, and others.
  - Customer Experience/VoC:** Includes logos for Qualtrics, Medallia, and others.
  - Loyalty/Referral/Gamification:** Includes logos for Vendavo, and others.
  - Personalization & Chat:** Includes logos for Optimizely, and others.
  - Testing & Optimization:** Includes logos for Optimizely, and others.
  - Interactive Content:** Includes logos for On2, and others.
  - Content Marketing:** Includes logos for HubSpot, and others.
  - Creative & Design:** Includes logos for Adobe Creative Cloud, and others.
  - Sales Enablement:** Includes logos for Seismic, and others.
- MIDDLE-WARE:** This section includes:
  - Data Management Platforms/Customer Data Platforms:** Includes logos for Oracle, Salesforce, and others.
  - Tag Management:** Includes logos for Tealium, and others.
  - Identity:** Includes logos for OneLogin, and others.
  - Cloud Integration/ESBs:** Includes logos for MuleSoft, and others.
  - APIs:** Includes logos for Apigee, and others.
- BACKBONE PLATFORMS:** This section includes:
  - Platform/Suite:** Includes logos for SAP, Oracle, and others.
  - CRM:** Includes logos for Salesforce, Microsoft Dynamics, and others.
  - Marketing Automation/Campaign & Lead Mgmt:** Includes logos for Marketo, HubSpot, and others.
  - Web Content/Experience Management:** Includes logos for Adobe Experience Manager, and others.
  - E-commerce:** Includes logos for Shopify, Magento, and others.
- INFRA-STRUCTURE:** This section includes:
  - Databases & Big Data:** Includes logos for Oracle, Microsoft SQL Server, and others.
  - Cloud/IaaS/PaaS:** Includes logos for Amazon AWS, Microsoft Azure, and others.
  - Mobile App Dev & Marketing:** Includes logos for Xamarin, and others.
  - Web Dev:** Includes logos for WordPress, and others.
  - Marketing Environment:** Includes logos for Google Analytics, and others.

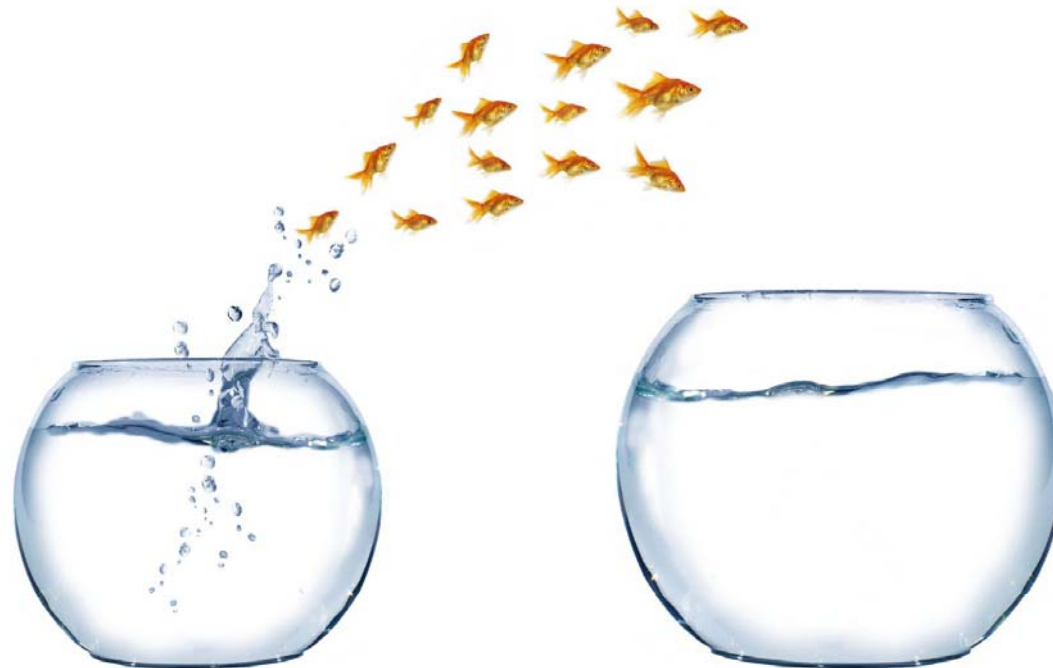


# Rollout in Phases



# User Adoption

*Oh, They Actually Have To Use It?*



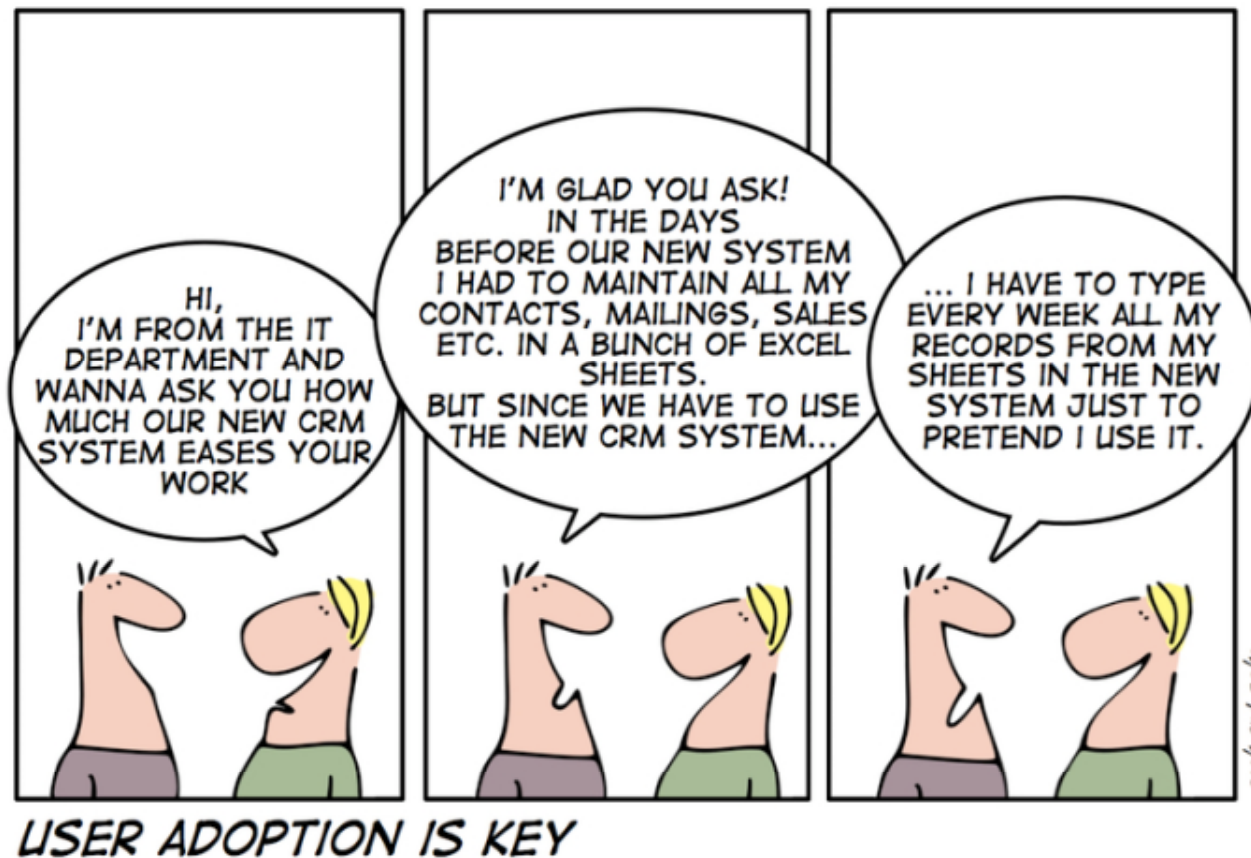


## Starts at the Top





## Understand What Your Sales Team Needs—and What They Don't



## Make It Fun



## Find Your “Cool Kids”



Communication  
*What's going on?*

**VS**

Training  
*How do I...?*

**VS**

Education  
*Oh, that's useful!*





Lessons  
Learned

# User = Owner

## Only Measure What You Want to Improve



# Commitment





# Thank You

# *Sales, Distribution & Technology*

## **A Solution Provider's Perspective**

Laura D'Anna  
iPipeline



**15th Annual Intercompany Long Term Care Insurance Conference**

- iPipeline CRM Product philosophy
  - CRM for Distributors
  - CRM for Carriers
- Build products on CRM platforms
  - Focus on insurance
  - Leverage app marketplaces
  - iPipeline benefits
  - Our customers benefit

- **HAVE ONE!**
- Choose an engaged owner & admin
- Establish clear & concise objectives
- Acknowledge it's not one 'n done

- Build around current/favorite tools today
- One **great** dashboard that talks *user*
- Provide one *easy win*
- Address a major pain point
- Gamify



# Extend and Expand



- Collaboration Tools
- Marketing Automation
- Lead management
- Proposal generation
- Social Media Integration

- Generic CRM with no insurance smarts
- Lack of strategy, known objectives
- Inappropriate training
- Value prop limited to select users

# Customer Success Story



# Don't forget



- Own it!
- Iterate and adjust, again and again
- Listen and respond





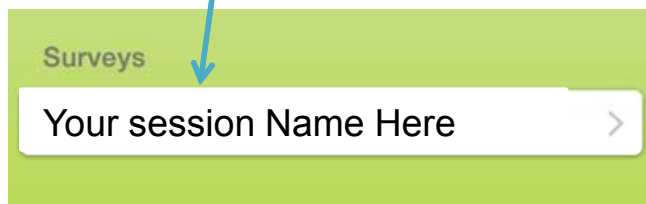
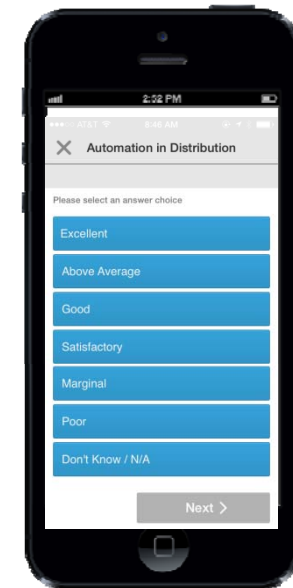
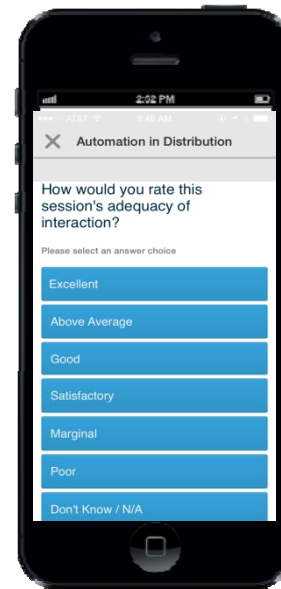
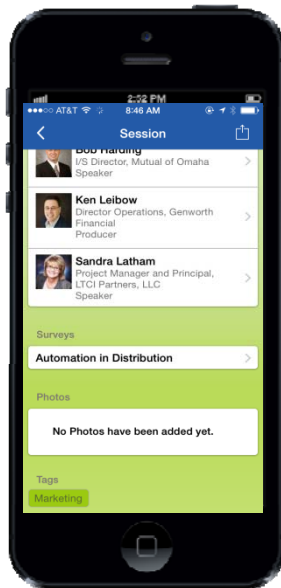
# Don't forget to fill out the survey



1<sup>st</sup> you must have download the ILTCI Mobile App  
- Go to your app store; search ILTCI. It's free.



1. Find the session
2. Scroll to the bottom
3. Tap on the session name below the survey



Tap on the answer you wish to submit

Click Next