

# Know Your Customers

To compete successfully in today's insurance market, providers need to know their customers and effectively analyze their needs.

Companies that manage the entire customer relationship, rather than focusing on individual policy sales, reduce churn and increase share-of-wallet.



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## Consumer Choice Defines the Market

As direct providers drive prices lower, intense competition grows in the insurance market. Consumers are more willing than ever to switch providers for lower premiums. According to a 2010 study by Accenture, more than two-thirds of policy holders can foresee switching providers.

Many insurance contracts are easy to cancel, and the internet makes it simple to switch and

to comparison shop, so insurance companies are under constant pressure to retain customers. Targeted marketing, high-touch service, and consulting-oriented sales are increasingly important to sustain growth and protect revenue streams. But without the technology support of a customer relationship management (CRM) solution, these goals are difficult to achieve at reasonable cost.



**"AMONG INSURANCE CUSTOMERS WHO INDICATE SHOPPING FOR INSURANCE IN 2011, 40% SWITCHED TO A NEW INSURER, UP 21% FROM 33% IN 2010." --J.D. POWER AND ASSOCIATES 2011 U.S. INSURANCE SHOPPING STUDY.**

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## Building a Sales Culture with SugarCRM

SugarCRM offers insurance companies a flexible system to maximize sales insight, improve the customer experience, and operate more efficiently. For insurance companies, this means:

- **Integrating with internal insurance applications and databases**

Sugar's open architecture makes it easy to integrate with industry-standard line-of-business systems, including underwriting, contracts, loss/damage, claims management, and accounts payable. Custom modules can be developed quickly to provide visibility into legacy systems and customer databases, delivering fast access to relevant data for analysis.

- **Connecting to sales partners**

A successful insurance business relies on a network of trusted, informed, and motivated sales partners. Sugar offers an ideal foundation for enriching this network and streamlining communication with partners.

With Sugar, you can:

- Scan and archive email communication with brokers
- Provide role-based access to Sugar for brokers, who gain a 360 degree view of their customers
- Reduce duplicate data entry and the volume of email
- Create task-specific views for internal sales reps that support the sales pipeline while restricting access to confidential information
- Coordinate joint marketing activities and integrate with marketing solutions such as IBM Unica
- **Automating the sales process**  
Selling insurance requires a multi-stage process that includes numerous meetings, offers, and offer modifications before a contract can be completed. Sugar can automate this process via workflows that trigger milestone alerts and follow-up emails, generate proposals, and integrate with contact management and renewal systems.
- **Connecting with social media**  
Sugar offers integrations with Twitter, LinkedIn, Facebook and other social media channels. Marketing managers can leverage data from social networks to launch more effective campaigns.

Sugar can deliver streamlined access to insurance company data, integrating line-of-business and legacy systems via a single, customer-centric platform.

- **Boosting user adoption**

To increase adoption, reduce time to value, and lower training costs, CRM systems should be easy to learn, use, and configure. With Sugar, users get up to speed quickly and administrators can add new fields, modules, and custom workflows through simple configuration—no coding required.

- **Delivering mobile access**

In the office or in the field, brokers and sales representatives need access to up-to-date customer information—policy history, contracts in force, proposals submitted, etc. Sugar supports iPhone, iPad, Android, BlackBerry, and any device with a mobile browser. With Sugar, the sales team is always connected.

- **Empowering customers**

Powered by Sugar, customer portals enable policy holders to view account information, inquire about additional products, download product guides, and make changes to personal information. This added convenience for customers reduces administrative costs.

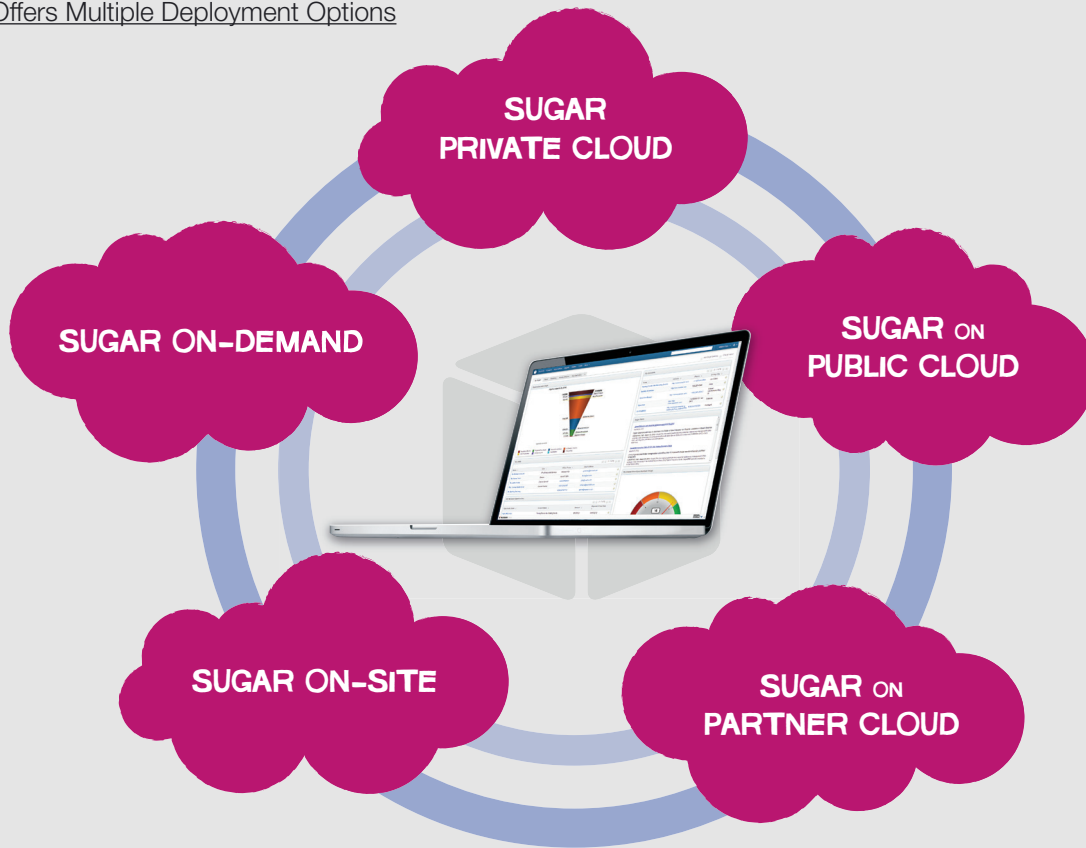
- **Offering multiple deployment options**

Sugar can be deployed onsite, in a customer's data center, or on-demand via a public or private cloud, including the IBM SmartCloud.

- **Supporting multi-lingual operations**

Many large insurance companies have an international reach. Sugar offers versions in 25 languages.

## Sugar Offers Multiple Deployment Options



## **SugarCRM—a solid investment now and in the future**

SugarCRM is the world's fastest growing CRM software company. Its close strategic and technical partnership with IBM assures that Sugar is at home in organizations of any size. Additionally, Sugar has been seamlessly integrated with a variety of solutions in the IBM portfolio.

As well, a global developer forum adds constant innovation to the core Sugar platform. Via the SugarForge website ([sugarforge.org](http://sugarforge.org)), 30,000 developers are actively involved in the continuing advancement of Sugar, putting Sugar at the forefront of CRM technology leadership

### **SugarCRM and IBM—A Powerful Combination :**

Customer demands have changed substantially in almost every industry. Customers want to be informed around the clock, purchase online, and, if possible, do it all via their mobile devices. To adapt, companies are establishing processes that converge marketing, sales, and service—in other words, working smarter. IBM supports this Smarter Commerce with solutions for analysis, marketing, collaboration, and e-commerce that can be easily integrated with Sugar.

- **IBM Cognos Statistics software powered by the IBM SPSS Statistics** engine adds statistical results to reports so you can more easily analyze the patterns and trends that impact your business.

-**IBM Unica** (a component of IBM Enterprise Marketing Management) supports multi-stage campaigns, as well as planning and implementation. Using Unica, you can control and facilitate marketing collaboration with your brokers and agents.

-**IBM Connections** is social software for business that lets you access everyone in your professional network, including your colleagues, customers, and partners.



## SugarCRM Facts & Figures

- Founded: 2004
- Global headquarters: Cupertino, California
- European headquarters: Munich, Germany
- Number of corporate customers: more than 7,000
- Number of users: over one million
- Sales growth in the 2011 fiscal year: 68 percent

More than 7,000 companies in 192 countries use software from SugarCRM. With 2,800 new customers in 2011, SugarCRM is the fastest growing provider of CRM software in the world.

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## SugarCRM

Customer relationship management CRM software for business. In the cloud, online, on demand, onsite - the best sales, email and mobile CRM integration.

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