

Insurance Sales,
Service & Marketing
Management For
Pension & Life



Collaborative MultiChannel Sales & Service Points with
CRM Philosophy

Stramar
Insurance

Customer Relationship Management

Pension Funds Systems and Focusing on the Customer

Pension Funds Systems are organized to improve individuals' standard of living during retirement and create resources for long-term investments.

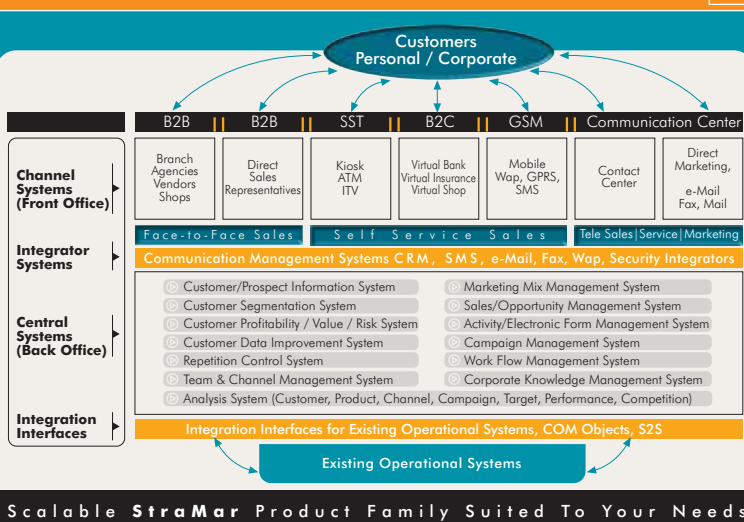
Critical success factors for Pension Funds Companies are enumerated as follows:

- Acquainting oneself with customers according to their needs and preferences, dividing them into segments, directing each customer group to the correct distribution channel and product class and managing all the channels in an integrated way,
- Applying the philosophy of customer relationship management and creating a hallmark for the complete service process, both in marketing and sales,
- Fund management capabilities.

The customers' features and preferences are becoming more and more varied whereas their dependence on companies, at the same time, is diminishing. In this manner, the key to create a profitable growth and value in the Pension Funds and Life Insurance Market, which is under the wings of customers, is to be able to constitute differentiating, customer focused business models (in the areas of strategy, operation and technology) and to offer a really competitive edge.



e-CRM Architecture of StraMar



“Integrated Sales, Marketing & Service Processes with CRM Philosophy provides competitive advantage”

SFS Provides Solution, not Product

e-CRM Solution Integrated with Pension & Life Insurance Business Models : StraMar Insurance

> StraMar Insurance has been developed for the purpose of supporting Pension Funds & Life Insurance Companies in getting a larger slice of the market, in relation with the necessities of the sector. With its Windows technology, Internet based architecture and its structure that can be integrated with different systems, StraMar Insurance is providing not only automation solutions but also measurable strategic competitive advantages. The system has been developed by SFS for widespread usage, after a detailed analysis of international standards and models. The companies working in the Pension Funds Industry use StraMar Insurance to accelerate their sales in all the pre-office processes, which in turns can also be used for communicating with customers, giving a faster and error-free service, working ultimately in a client focused way and providing all the units, including agencies and direct sales organizations, mutual information for each other. StraMar Insurance accelerates in-company communications and presents a growing infrastructure that is easily applied to the market changes and sales strategies in all units of the company.

Solutions that may be Used Solely or in an Integrated Way

- ▶ **StraMar** **Central**
Central Customer Information System
- ▶ **StraMar** **Improver**
Data Improvement System
- ▶ **StraMar** **Scoring**
Customer Evaluation / Risk Analysis System
- ▶ **StraMar** **Sales**
Sales and Opportunity Management System
- ▶ **StraMar** **Activity**
E-Form
Contact Center
CRM Based Work Flow Management System
- ▶ **StraDor**
Document and Report Management System
- ▶ **StraMar** **Campaign**
Campaign Management System
- ▶ **StraMar** **Bancassurance**
Bank Insurance System
- ▶ **StraMar** **E-Commerce**
E-Channel
B2C and/or B2B systems integrated with Pension & Life insurance products
- ▶ **StraMar** **M-Commerce**
M-Channel
B2C and/or B2B systems with mobile technology (PDA, cell phones, palm computers etc.)

> With its insurance domain expertise for more than 15 years, SFS provides high technology and innovation for insurance sector

StraMar
Insurance

Central Customer Information System

Customer Focused Working Structure

Direct sales organizations, agencies and banks are enabled to work in their own customer portfolios. Processes stipulated by the company administration for the sales process, beginning from cold references to the realization of the sales, are rigorously applied by all the units by means of StraMar Insurance. Small details are considered in processes and customer details are immediately shared and used by units under the control of a security system.

> UNIQUENESS IN COMMUNICATION WITH THE CUSTOMER

As it is accepted, a detail such as the date of birth can not be received from cold references, a duplicate record control system composed of 3 stages, that are cold references, hot references (prospects) and customers, is constituted. Thus, it can be determined whether a recently received reference was a previous customer of the company or not and whether it was within the portfolio of a sales representative or of a channel, before contacting the customer. Prospects arriving at the call center may be assigned to the portfolio of a sales representative in their designated area. In cases where an employee at any sales point has gone on vacation or resigned, customer portfolio held by that representative may be transferred to others as required. In this way, the most suitable salesperson can communicate with the customer fast and well timed. All the contacts made with the customer can be viewed by the relevant unit simultaneously.

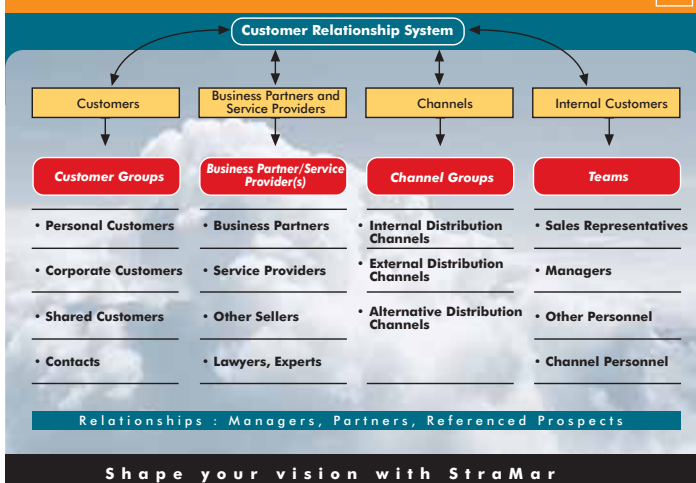
> KNOWING THE CUSTOMER

Both prospects and customers are followed up in the direction of the details that are held by the company. As the customer portfolio of the company is followed up in the most efficient way, the opportunity of applying different marketing strategies within the customer segments is facilitated. As all the employees of corporate customers are followed in the system as prospects, it is known which ones are the customers of the company. Customers are recognized not only by personal details but also with the hints they gave to the company. A returned paper, a call, a complaint are the hints that are given to the company by the customer. Customer information is held historically. Information as how the client was found, which sales representative recorded him and who communicates with him at the time being is followed up in an environment where direct sales and agencies are integrated.

> SERVICE SPECIALIZED TO THE CUSTOMER

As customers are followed up with the references given by them, with the institutions they work and with other relations, each contact made with the customer before and after the sales is recorded and shared within whole company. It is possible to develop different services, products and marketing strategies that meet the individual needs of the customers by utilizing all the recorded details about themselves. Increasing the retention of the customer account, focusing on customers, getting to know them better and constituting the best facilities and services are the critical success factors that will provide the competitive edge.

e-CRM Architecture of StraMar



> IMPROVEMENT OF THE CURRENT CUSTOMER INFORMATION

Current customer information can be updated by filtering through special algorithms and incorrect details (such as e-mail addresses) can be reported. Carrying out this procedure periodically, Customer Data Quality Reports may be prepared and development in the customer data may be followed up.

> TRANSFER OF EXTERNAL CUSTOMER INFORMATION

Customer records in the files that have different data structures and customer records in other systems used by the companies (for example e-mail systems) can be transferred into the system under rules and Duplicate Record Control System control.

> ORGANIZATION STRUCTURE & TEAMS

Details such as the organizational structure of the company, who reports to who, which sales representative belongs to which team, in which branch or agency he / she works are followed up. Every kind of change such as title changes, location changes and administrative changes can be spotted in the system and reported. Authorization mechanisms on the system occur automatically according to the hierarchy in the organization.

> Know your customers and organization in details in order to find new customers and create customer loyalty.

Customer Evaluation, Segmentation and Scoring Systems

Customers and prospects can be differentiated from each other by determined rules. Products and services can be customized for each customer. By virtue of tracing of the values of each customer in respect to necessities, permanence and the company, customized products and services for the customers become a part of institutional business models.



> CUSTOMER SCORES

Customer based scores can be formed by scanning individual and corporate customers' static information (such as birth date), dynamic information (such as monthly income) and operational information (such as monthly premium payment). Relationships among such information are recorded with score formulas by utilizing the formula manager in the system. One or more (for example on the basis of product or promotion) scores may be formed for each customer. Such scores can be utilized for the purpose of performing special work flow in the Work Flow Management System, marketing of the special products in the Sales Management System and forming special campaign pools in the Campaign Management System.

> CUSTOMER LISTS

Suitable customers for a special product or service can be listed and reported by scanning individual and corporate customers' static, dynamic and operational information. By such a flexible reporting system, all users and channels may create and share customer reports within the limits of their authorization. Such lists can be used by other systems as text files and thus a fully integrated Customer Information System can be established. These lists can also be used in Work Flow Management System, Sales Management System and Campaign Management System.

> CUSTOMER RELATIONS

By following up the relations that customers have regarding their families, jobs and marital ties, it is avoided to make wrong decisions because of considering the customers as elements independent from social and economic relations and not being aware of the features stemming from such relations. All relation ties between the corporate customers and their employees, service providers and channels may be followed up. Such ties may be utilized in Work Flow Management System, Sales Management System and Campaign Management System.

> CUSTOMER GROUPS AND CUSTOMER AGENCIES

VIP customers and portfolios belonging to holding companies can be followed up by grouping customers. If there are customer representatives for customer groups and channels in corporate marketing, portfolios and performances of these representatives may be followed up in the system.

> CUSTOMER LOYALTY

Researches show that gaining a new customer is 6 times harder than making sales to current customers. Protection of the customers within the Pension Funds System within laws is increasing the importance of customer loyalty. To win back the customers, who had moved, to listen to the complaints of dissatisfied customers and to give fast and right services to customers through all channels with a standardized quality, increase the permanence. It eases the work and with the StraMar Customer Relationship Management System, it becomes possible to follow up loyalty numerically.

> **Provide products and services** to each of your customer according to **his needs, preferences and values in respect to your company.**

Faster, More Effective and More Reliable Sales Processes

The system, which is able to follow up the routes and changes of sales channels in a way unique to your company, facilitates sales processes of either direct sales organizations or banks and agencies to perform electronically with minute details. The performances of sales teams, representatives and channels are followed up by the system and thus it facilitates a reliable and fast sales operation by increasing operational efficiency to maximum by means of facilities that are supplied for channel structures, such as call center, internet and stores.



> SALES PROCESSES

All sales processes beginning from the stage of tracing cold reference to the stage of sales approval can be performed and followed up through StraMar. Such processes can be used in every kind of channel and can be changed according to the channel. Performances and details of customers, sales representatives, sales teams, agencies and other channels can be followed up. Group and individual proposals and illustrations can be prepared on the system and all approval flows can be followed on it. Sales and service processes are carried out all together by using assigned electronic agendas to each sales representative, manager and to all personnel in the organization. Every stage, from first visit to all activities made during sales process, is followed up by means of agendas operating on customer base. When a proposal is approved by a customer, an after-sales visit activity is recorded automatically by the system. In cases where sales representative resigns, all proposals and activities held by him can be transferred to another representative.

> PRODUCTS

Products may be described and updated in the marketing mix engine in detail without any change on the software. Descriptions may be made in a way that it operates for a certain date interval or after a certain date. Differences may be formed on bases of customers and channels. By describing products of different suppliers, those products (such as credit cards of banks) may be sold through the chosen channels. Additional marketing documentations, such as proposals, application forms and fax cover used in marketing process of products can be described via Offer Printing Designer and thus institutional business models are supported.

> PRODUCT COMPARISONS

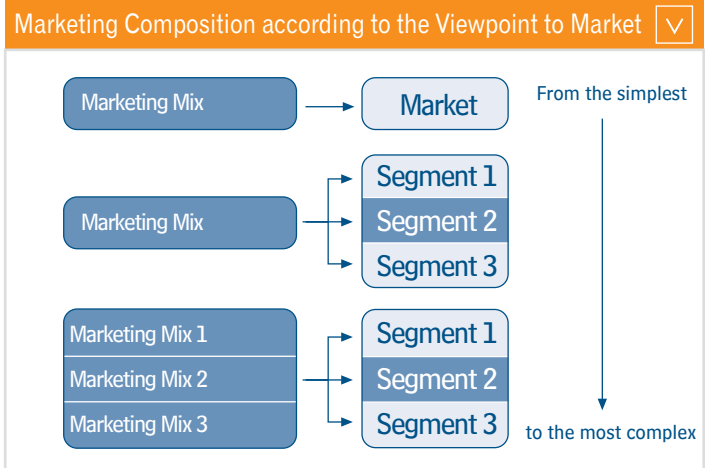
Comparisons can be made among different products presented to customers. Such comparisons can be presented to the customer with a special document together with the proposal and customer's decision-making process may be accelerated. By providing the correct and identical information about products to customers via all channels, reliability and professionalism can be improved.

> BANKING CHANNELS

By also procuring sales of chosen products at bank branches, widespread branch webs of the banks can be used effectively. By procuring that banks should interest themselves only in sales of products in such sales processes and those procedures requiring experience in describing products should be performed by the central organization, bank insurance can be executed effectively. Also, by integrating with the banks' existing systems, current operations of banks in relation to such processes can be automated. In this way, either effectiveness of bank channels can be increased or banks can be encouraged to use their branches for this purpose.

> MOBILE SALES TEAMS

Windows based mobile devices can be used in sales process. Sales people can consult customers at the customers' office by mobile devices, or at home, on the car or wherever he/she is. Every information is integrated among mobile and office PC.



> Form the most accurate products, market them through the **most accurate channels and focus on the actual needs** of your customer by performing and following all sales processes **in detail and in a fast way.**

A Faster and Higher Quality Service for Your Customers

While performing all marketing, sales and operational work processes connected to customers and channels in an electronic environment via StraMar Work Flow Management, products integrated with other systems of the establishment, in-company communication and information flow become faster. The system, which eliminates distances between units and channels, guarantees a faster and error-free service for customers. Operational efficiency increases. Recording all customer contacts becomes a part of the institutional database. Data is transformed into a structure, which can be accessed and used by everyone in the organization, rather than being an independent and nonintegrated record. Central management's new resolutions about change of process are applied in the fastest way and results are collected more methodically.

> ELECTRONIC BUSINESS FORMS

All forms used within the company (such as visit forms and customer complaint forms) can be described with the information included by them. Effective utilization of form operation can be procured by describing accuracy checks, messages and help. All the information in such forms can be reported and knowledge obtained in that way can be used for different purposes. Such forms can be constituted easily without requiring software coding. By constituting more than one form on the base of work, a flexible form management can be executed.

> CALL CENTERS

Call centers can be operated effectively by their tracing all customer contacts within the company, assigning tasks to all corresponding units and tracing results.

> INTEGRATION WITH OTHER SYSTEMS

Work flow (such as special visit activities for customers who purchased products before a predetermined date) is determined with knowledge, which is also taken into other systems (such as in e-mail systems or procedure systems) and can be started automatically. Thus, a Work Flow Management System, which is integrated with all systems of the company, can be built.

> CAMPAIGN MANAGEMENT

Special and general campaigns on the basis of customer lists and channels may be organized by using customer lists formed according to required criteria. Various campaigns of service, product, acknowledgement and celebrations such as special days for customers, providing a service unique to customer and introduction and offer of new products to customers, can be organized. Budgets for campaigns can be constituted and results can be followed up. They can be carried out via e-mail, SMS, fax and printed documents.

> DOCUMENT MANAGEMENT

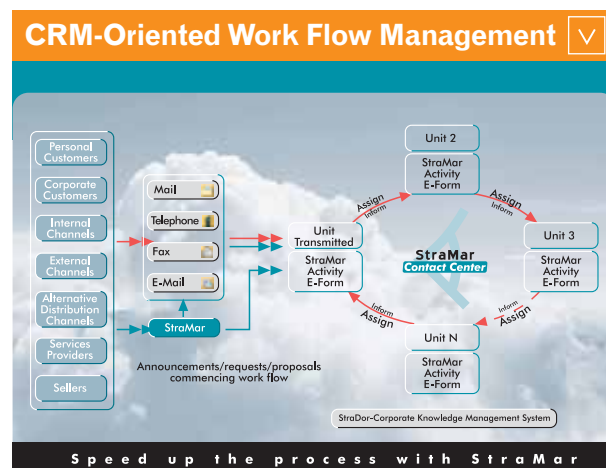
All the documents (reports, procedures, special forms, researches etc.) used in the company can be followed up in the framework of a certain document hierarchy (category system) and their described relations with the products and customers by means of Integrated Document Management. Reports regularly issued in the company can be sent to desired users automatically and reading intensity for such reports can be followed up statistically. Authorized users can make additions to documents where they can be followed and printed after being approved.

> SETTING UP WORK PROCESSES

All work flows that are directly or indirectly related with the customer can be defined. Work flows can be authorized by users, channels and user groups. Parameters of completion time, cost, date, frequency, time and priority can be described for each piece of work. All processes can be followed up and improved by designers that allow work flow to be described visually. Beginning of work flows automatically under the framework of rules, finishing of a job and following the beginning of other work dependent on such work may be procured. To inform desired users (such as administrators) by e-mail and SMS about that channel based determined works shall be and are being performed.

> FOLLOWING ALL CUSTOMER CONTACTS

All contacts made with customers can be followed up since they are performed via the work flows described in the system. Work planning processes are supported by electronic agendas given to each user and performance of the user and channel can be followed. Analyzing customer, marketing authority and channel based processes by different reporting methods; knowledge may be produced for redesigning of work processes. Since organization structure of the company is described in the system, authorized users can follow up other users within the defined limits of hierarchy and can authorize users to see each other's diaries. Special marks about work may be obtained and work not included in the work flows can be followed up as appointments.



> Create effective marketing, sales and services processes customized for each customer by recording all contacts and all works **directly or indirectly related with him.**

Insurance Sales, Service & Marketing Management For Pension & Life



As the corporate software supplier with an experience of more than 15 years in the insurance sector and in project management, SFS is proud of presenting StraMar Insurance that has an actual flexible structure that supports peculiar CRM attempts of all companies. With its widespread knowledge and domain expertise, SFS is offering StraMar Insurance with relatively lower investment requirement, fast ROI and short implementation period capabilities. SFS is supporting the corporate stability by acting like a shareholder of the company via effective support services. SFS wishes to thank all its customers, government institutions such as TÜBİTAK (Turkish Scientific and Technical Research Institution) and employees who have contributed to development of StraMar Insurance who has supported the research and development work of the more than 15 years.

"e-CRM Solution Specialized to Pension & Life Insurance
Companies & Channels"

StraMar Insurance

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