Customer relationship management (CRM) provides a 360-degree view of the customer’s relationship and interaction with the insurer across sales, service, marketing, and claims management. With the right technologies in place, insurers can harness data from a growing range of channels, devices, and applications that are engaging customers and changing the way they do business.

Bringing it all together: Integrating data from multiple sources can deliver the insights that producers need to serve customers better and sell more.

As today’s insurers move away from a transactional business model and refocus their strategies on differentiating customer engagement, it’s more important than ever for them to enable a full, rich picture of the customer’s relationship with the company. To achieve that, they need to provide workers with real-time information on the customer’s interactions, the products and services they’ve bought or shown interest in, and most importantly, who they are.
Empower agents to improve sales effectiveness

To give agents and intermediaries the insights that enable exceptional levels of service, insurers need to break down information silos across the organization and establish the customer, not the product, as the focal point of their sales and marketing efforts. Insurers need to provide everyone with the insight they need to increase sales and improve customer engagement. That means managing agency performance and enabling agents and brokers to manage leads, improve sales effectiveness, and leverage insight so they can upsell and cross-sell.

Provide insight about your customers

Increasingly, insurers are turning to modern insight systems, powered by customer relationship management solutions, to enable the digital experience that customers demand. Solutions like Dynamics CRM can provide a mechanism for capturing information about those customer interactions that can be then used to drive insights. In addition, they actually become the tool through which insights are presented to the producer or the contact center representative, either at the point of customer interaction or to help drive campaigns and other marketing activities.

Customer relationship management solutions for insurance allow carriers to form a 360-degree view of the customer by bringing together interactions from the agent channel, the customer web and mobile channels, and from the service desk, as well as data from external sources, existing siloed back-end systems, marketing efforts, and social activities.

Create a holistic view of the customer relationship

Disparate data sources and legacy siloed back-end systems, not to mention the challenges of a diverse and complex network of agents and intermediaries, can present challenges when it comes to providing a single, 360-degree view of the customer. By integrating data from diverse sources such as core and supporting systems, customer interactions, social channels, mobile apps and marketing, insurers can generate insights, enable a 360-degree view of the customer, and identify the leads that will help agents maximize their productivity.

Increase premium revenue and productivity

Having a 360-degree view of the customer is invaluable for boosting profitability and increasing productivity. With all the information they need at their fingertips, agents can communicate with customers more efficiently and effectively, price up policies more easily and identify upsell or cross-sell opportunities. At the same time, they have the opportunity to develop their business by generating and tracking leads, and creating tailored offers that will capture sales.
Solution overview
CRM for Insurance

Creating omni-channel experiences
Universal Apps | Agent Portal | Customer Portal | Universal Apps | Service Desk for Call Center
Agent Channel | Customer Web & Mobile Channel | Call Center Channel

Delivering insight
External Data | Analytics & Machine Learning
Insight System CRM
Core Systems | APIs
Marketing | Social

Insight system delivers leads and a 360° view of the customer to producers

Enabling digital work styles for agents
Productivity & Collaboration Suite | Forms | Illustrations | Pitch Book | Curated Content | Claims Adjusting
Why Microsoft

Microsoft is empowering insurance carriers by providing the solutions that address the challenges that carriers face in creating the digital insurer.

**Call center.** Microsoft’s CRM solution provides a framework for quickly building applications for call centers to provide their agents with a unified view of customer data. The solution breaks down the product-centric silos at carriers by exposing data and functionality from disparate back-end systems in a consistent interface that allows carrier call center agents to better serve, upsell, and cross-sell customers in the call center channel.

**Marketing.** The Microsoft’s advantage is a complete platform that provides marketing capabilities aimed at carrier headquarters marketing teams for conducting campaigns to yield leads that can be assigned to the appropriate distribution channel (typically the agent network) for follow-up.

**Agent/broker channel.** The Microsoft CRM solution provides flexibility to support each carriers’ channel strategy, whether or not they purchase technology for their channel. In either case, a CRM or distributor relationship management (DRM) solution enables carriers to distribute leads, opportunities, and additional prompts to their agent channel.

“Prior to Dynamics CRM, it took days to resolve customer queries. Now queries are resolved almost instantaneously, improving the satisfaction level of customers.”

Manish Mimani
Star Union Dai-ichi Life Insurance, Assistant Vice President

IF Insurance implemented Microsoft Dynamics CRM Online across all countries, languages and business units including self service, customer service, and knowledge management, with the aim to standardize processes and operations throughout the business.

"By facilitating our conversations and interactions with customers throughout various channels in a systematic way, using best practices, we’ll increase our overall relevancy.”

Lars Karlsson
If P&C Insurance, Senior Vice President and Head of IT

Learn more
microsoft.com/insurance