

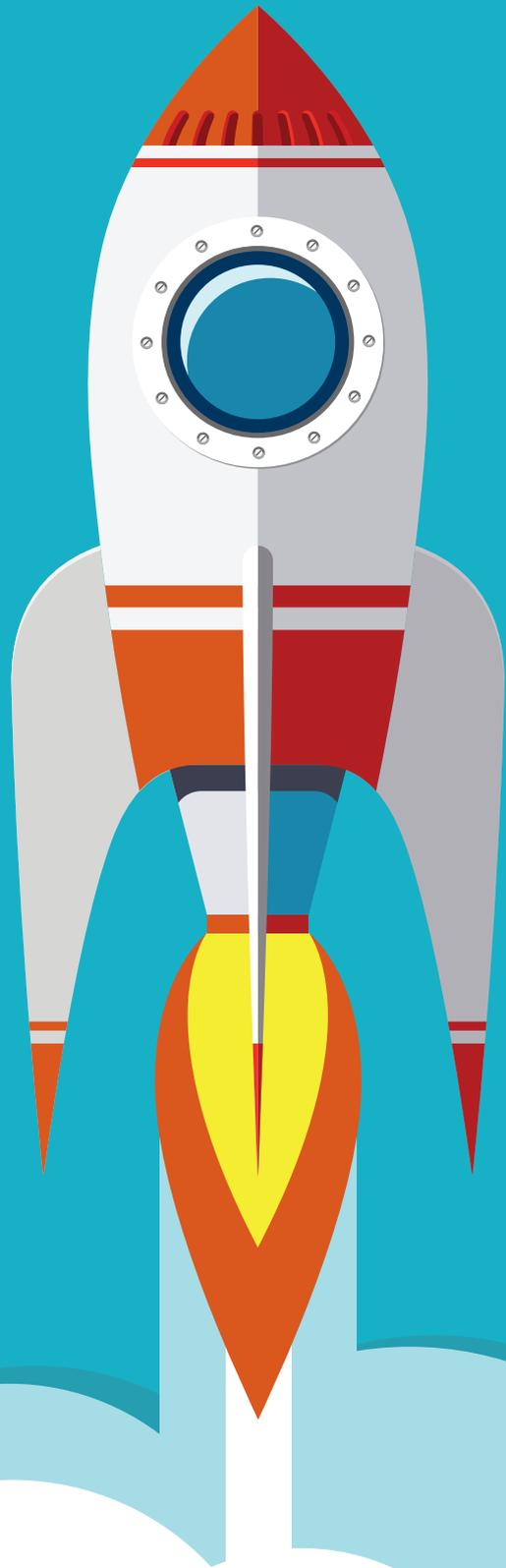
ALL SYSTEMS ARE GO

Build a customer relationship management system that propels your business to new heights.

by JEFF SCHMERKER

Having the right customer relationship management system can make or break your insurance client business. Pick the right one, and you've got the golden ticket to improve customer service, increase personalized and one-on-one interactions, better respond to customer needs, improve marketing customization, and save time. Pick the wrong one and you've got a teeth-baring monster which alienates customers, invades privacy, and is implemented with no clear way to measure success.

Ken Leibow, Global Banker's head of distribution technology & strategy, recently talked about customer relationship management systems (CRMs) and how they fit into GBIG's overall strategy.





More Than Stats and Facts

A CRM is a lot more than a fact repository: It's a system for managing the way your company interacts with current and potential customers. CRMs use data analysis about a customer's history to improve relations, and they compile data from a variety of in-house channels – website, telephone, email, live chat, social media, and more – to learn about target audiences and cater to their needs.

You could slap all of that intel in an Excel spreadsheet, of course, but CRMs go beyond spreadsheets in terms of functionality. Key features your system should have include:

- A good CRM will send or display appointment reminders.
- Weekly or monthly reports can show how efficient your sales process is.
- You can label the leads where they are in the purchase spectrum.
- Some of the more sophisticated CRMs include email capabilities built into the program, which promotes time efficiency, as well as built-in calling.
- Advanced CRMs will track commissions.
- For larger agencies, lead routing in CRMs helps channel the flow of leads to the right agent.
- The most modern systems have workflow automation.

Global Banker's CBLife.com is where agents log in, says Leibow. This cloud-based CRM is optimized to work on tablets and laptops; it's usable, but not optimal, for smart phones, even those with big screens.

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We're not the only store in the mall. And I don't just mean other insurance companies, I mean every other app that they use, website they visit, tool they open. If we don't make it easy, they'll forget we're there, won't do it, and submit the business to somebody else.

KEN LEIBOW

head of distribution technology & strategy, Global Bankers

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AGENT-FOCUSED TOOL

Customizing the system to meet agents' immediate needs is critical. "When an agent goes into our agent portal, they're going to have different types of information available to them on the dashboard," says Leibow. "One of them is their production. Especially if they're in a hierarchy, they're going to want to look at the overall pending business, paid business, and production information."

From the dashboard, Leibow says, agents can move on to the resources available to them. Those include:

- A resource center, where marketing materials and pieces like brochures that can be personalized to mail out can be ordered
- Product notifications and updates
- Licensing information
- Commission information
- A form repository, with state-specific and product-specific forms
- Advanced sales information and sales tools, as well as illustrations
- Pending business status
- Tools to run quotes
- A contact for how to reach different departments such as commissions and licensing
- A home-grown app that agents can use to submit their cases in good order electronically
- Product training, including online courses and product availability, details, features, state approvals, and more, with both videos and user manuals

Electronic Annuity Capability



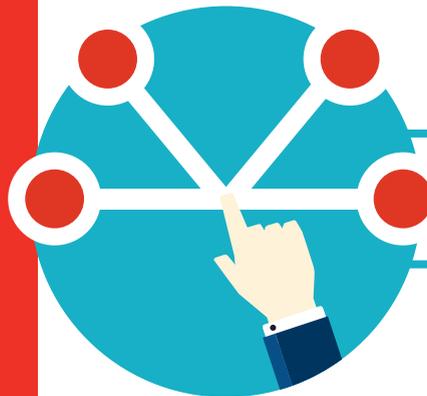
One thing that sets the CBLife CRM apart from others, Leibow notes, is the ability for clients to electronically sign and send applications for annuities.

"We are doing that for annuities and we'll eventually be doing that for all of our products," Leibow says. "What we're really excited about that's coming this year is electronic delivery of the annuity policy. We're going to be able to do that for all policies, so instead of printing and mailing policies, the agent and the client have the option to have everything done electronically, e-signed, and delivered."

Benefit: That means commissions can go out in a matter of hours and clients can have their policy that same day, says Leibow.

Innovation is vital to outdistancing the competition in a crowded annuity marketplace. "What's interesting and is a differentiator for us is that there are a lot of carriers that have done it on the life insurance side, but it's really just beginning on the annuity side—and we're going to be doing it for the annuity products out of the gate," Leibow said.

eApp advantage: The e-policy delivery as well as the new CBLife eApp "makes us an end-to-end solution," says Leibow. "Even the sales illustrations integrate into that process. You could run the illustration, submit the business electronically in good order, and get your policy delivered all end to end, so that will be really powerful."



Shared Innovation

When companies join the GBIG family, they keep their own branding while also having access to the systems in place and new features being developed.

"We try to keep consistency in the innovation and technology that we want to leverage across all the companies we own on the insurance side," Leibow said. "So basically,

if you're a Bankers Life agent or a CBLife agent or an agent of any of our other companies, you're going to get the benefit of all the technologies we've built, the eApp and everything else, and we'd make it readily available. The portal or website you would go into would be whatever company you're selling. All the technology is being built and centralized here at Global Bankers. Once we do the acquisition, that's what the strategy is. And then everybody benefits."

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