Customer Success Story

A Large Canadian Life Insurance Company

Increase Quality of Service and Reduce Costs with an Integrated Desktop

Overview

Industry

Life Insurance

Challenge

- Consolidate all advisors on a single desktop platform with flexible architecture and user configurability
- Replace de-centralized legacy client management system with a web-based, centralized solution for advisors and internal staff

Solution

- NexJ Contant for Finance with cross-channel synchronization
- Integration with financial account, planning, and security systems, Microsoft Outlook and Microsoft Exchange
- NexJ Contact for BlackBerry to provide mobile access to client information

Results

- Increased advisor productivity and enhanced collaboration between advisors and other internal staff
- Improved marketing, lead management, activity management, sales pipeline tracking
- Reduced costs by automating reporting across multiple back office systems and reduced the risk of phasing out systems
- Increase client satisfaction and loyalty resulting from more responsive service

NexJ's customer, a large Canadian Life Insurance Company, helps Canadians meet their individual, family, and business financial security needs. The company has been established for more than 100 years and services more than 1.5 million clients.

Need to Improve Efficiency Through a Consolidated Platform

A large Canadian Life Insurance Company needed to consolidate its advisors on one desktop platform to improve efficiencies, deliver a consistent advisor/client experience, and support the relationship between their advisors and their clients.

The company needed to replace their de-centralized legacy client management system with a web-based, centralized solution for advisors and internal staff. The company was looking for a browser-agnostic solution with a flexible architecture and user configurability.

Integrated Advisor Desktop with Flexible Integration

After a detailed evaluation of the functional and technical aspects of the solution, this Life Insurance Company selected NexJ Contact for Finance as the enterprise CRM solution that could deliver on their requirements. NexJ was selected for their flexible integration capabilities, web-based solution, and cross-channel synchronization that provides all users with access to the same data. The solution will convert multiple individual advisor client databases into a centralized repository.

NexJ Contact for Finance will support the relationship between advisors and their clients. In addition, it will enable support staff to manage relationships with advisors in multiple distribution channels. Advisors, assistants, and customer service representatives will use the system for improved marketing, lead management, activity management, and sales pipeline tracking.
The solution integrates financial account and planning systems, as well as Microsoft Outlook and Exchange.

Key NexJ features used:

- Comprehensive client profiling, relationship and household modeling and interaction history
- Seamless integration with Microsoft Outlook and Exchange to allow advisors to view all contact information, scheduled items, activities and documents in a single solution
- Flexible data and system integration options including integration with existing security system
- Synchronization of data across multiple channels
- End-user configurability
- Modern, model-driven architecture
- NexJ Contact for BlackBerry to provide mobile access to client information

Increased Quality of Service Leads to Growing Assets Under Management

NexJ provided this Canadian Life Insurance Company with the following benefits:

- Improved marketing, lead management, activity management, sales pipeline tracking with a single, central source of client information
- Reduced costs by automating reporting across multiple back office systems
- Reduced the risk of phasing out systems and consolidating the back office
- Ability for advisors and customer service representatives to collaborate with other team members and manage their relationships at the individual and household level with increased efficiency

NexJ helped the advisors and customer service representatives of a large Canadian Life Insurance Company increase efficiency, generating higher client satisfaction and an increase in assets under management.

NexJ combines client profile information, interactions, and transactions to facilitate proactive and intelligent interactions with clients. This enables financial advisors and their teams to be more responsive to their clients, to increase client satisfaction and loyalty, and eventually to increase their total assets under management.

NexJ Contact for Finance also reduced costs for this Canadian Life Insurance Company by automating reporting across multiple back office systems and reduced the risk of phasing out systems and consolidating the back office.

NexJ Systems Inc.
10 York Mills Road, Suite 700,
Toronto, Ontario M2P 2G4
P: 416 222 5611 F: 416 222 8623
info@nexj.com www.nexj.com

About NexJ Systems

NexJ is a provider of cloud-based software, delivering enterprise customer relationship management (CRM) solutions for the financial services, insurance, and healthcare industries. Our next-generation, people-centered software combines industry-specific functionality with information from multiple applications and data stores to provide comprehensive knowledge of the individual or patient. Organizations use this knowledge to provide superior sales and service by enabling proactive interactions that influence behavior.