



Agency Portal

An agent/channel management portal is a valuable source to support agents to close sales, store and retrieve client details and perform self servicing functions. In the ever increasing competition to acquire customers, an agile sales and servicing tool is needed to enable the front-line sales staff to respond to customer needs. Further, time and cost associated with mundane tasks that are performed by agents need to be minimized for increasing the productivity of agents.

Business Issues

Support for Tied Agency/Bank Sales

The need for insurance companies to support the sales process is paramount in view of ever increasing competition. A guided sales presentation with on-line quotes and illustrations holds the promise of significantly increasing the conversion rate. The concept of anytime, anywhere support is very important for an effective sales force.

Increasing the productivity of agents

Tied agency is an expensive channel and needs to be freed of mundane tasks to increase productivity. Agents also need to start producing results quickly so that the gestation time between recruitment and getting business is shortened. Increasingly tied agency would also be looking at a more sophisticated and affluent clientele which would require sophisticated on-line support.

Reduction in Operational Cost Related to Agents

There is need to control operational costs

related to agents. Significant costs are incurred by insurers in providing sales support, disseminating information to agents and responding to correspondences through multiple sources from agents.

Planning and Lead Tracking

With increased competition in the insurance space creating a favorable impression with a customer/prospect is paramount. What is required is comprehensive data about the customer/prospect available on-line in order to delight the customer. However a complete view still evades most agents.

Need to attract and retain top Agents

With high attrition rates among tied agents there is significant competition to attract star performers. Quality sales support, performance MIS vis-a-vis peers at the click of a button, transparency and service support are some of the factors which are valued by agents.

Our Agency Portal brings to the table the very latest in portal technology together with the assurance of Siemens reliability for technical support.

Solution Components

Quote Engine

It enables the agent to give on-line quotes anytime, anywhere. The quotes engine can support all types of plans right from whole life to unit-linked options. The sales process is also supported by illustrations and brochures.



Agency Business Applications

Business applications are rendered to the agents via the following features:

- Exposed business services
- Open applications
- Document exchange
- Process Management

Business applications like proposal management and submission and premium payment are managed through the above framework.

Automatic Bill and Invoice Presentation

All commission and incentive related data can be viewed through the portal. Further customer related data on billing and default and lapsation is also provided.

Lead Tracking and Planning

Data related to scheduled visits and comments on leads can be viewed, entered and edited through the portal. Open interface with applications like call center and processing hub results in quick turnaround time for both sales and service requests. Competition, Sales data and progress can be also viewed by the agent.

Knowledge Management

A complete knowledge base gives agents know-how about the entire insurance value chain. Relevant content is digitized, contextualized as per context rules and then delivered by assembling it in a business document template. All information can be searched either through search facility provided or clicking the information arranged in hierarchy as per industry practice.

Business Process Management

Self servicing for putting requests for name change, qualifications and other requests can be done. Other business services and requests for instant access to

updated client details and data related to status of pending proposals are enabled through web services.

MIS / Performance Reports

Integrated view of performance parameters across regions, business units and other dimensions is provided. At any moment an agent can evaluate its past and predict future performance of itself, its region etc.

Business Benefits

- Seamless support for all quotes
- Increase in business for the clients due to consistent quality support provided by the portal
- Lower call-center traffic
- Reduction of operational costs related to agency by 15%
- Quicker sales and turnaround cycle
- Increased sales value per agent and higher sales persistency
- Increased customer satisfaction
- Increased agent satisfaction

Technical Basis

Our solutions are based on best in class software, adhere to industry standards and are built using a highly modular architecture so as to ensure extensibility, flexibility and easy maintenance. Some of the tools and technologies that are used in our solutions are list below:

Microsoft based solutions

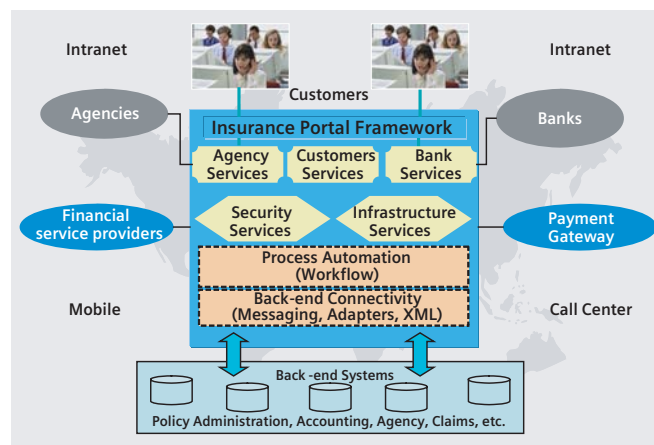
ASP, ASP.Net, VB.Net, C#, IIS
Visual Studio .Net

Java J2EE based solutions

Java, JSP, AJAX, J2EE
IBM WebSphere / JBoss / BEA WebLogic
Eclipse / Netbeans

Databases

Oracle / SQL Server / DB2 / MySQL



All hardware and software names used are brand names and/or trademarks of their respective holders.

Right of modifications reserved.

Printed in India

Registered & Corporate Office:

Siemens Information Systems Ltd. (SISL)

130, Pandurang Budhkar Marg,
Worli, Mumbai - 400 018.
Tel.: +91 22 2498 7000 - 02
Fax: +91 22 2493 8941

www.sisl.siemens.co.in

Contact:

Soumitra Narain
Head - India Sales
SISL - Financial Services
Mumbai - 400018. INDIA
Tel.: +91-22-67572370 (W)
Cell: +91-9821223761
Email: FSmarketing.in@siemens.com