

Life Insurance

Director of Financial Planning simplifies workflow, wins praise from users

Situation

The Director of Financial Planning for this national life insurance company was at her wits end. The company dedicated itself to providing a financial plan to every one of its clients.

To achieve this goal, the company invested significantly in licensing the best technology and financial planning tools for their agents and advisors.

Yet, usage of all tools was below expectations.

Worse, advisors and agents complained about the lack of support from the home office.

Critical Issue

The variety of technology choices available to them was overwhelming the company's agents and advisors.

It was difficult to remember which tools were available. Or, at what stage of the client development process agents were to use them.

The company had documented a well-defined process. They had trained their agents how and when to use the tools. But none of these efforts solved the problem.

Reasons/Causes

Trying to make busy agents and advisors adhere to an artificial sales process taxed both their learning and patience.

Agents were demanding the ability to use sales tools at the time and place they felt they were necessary. They bristled at too much home office control.

Vision

What if agents could find everything they needed to service clients in one location? What if they could choose which tools and materials they used with which clients? And they could choose which phase of the client life-cycle to use them in?

Would this simplify access? Would it increase adoption and usage? Most importantly, would it improve the agent's satisfaction with the home office?

Our Solution

We helped the client leverage their existing investment. Advisys integrated its platform with the financial planning tool the company had already licensed.

Now, Advisys materials were accessible from within the financial planning tool that was at the center of the company's business process.

The company's agents were able to find all the planning and support tools they needed in a single location, saving time and making life easier.

Advisys' usage reporting gave corporate management insight into the types of plans and proposals agents were presenting. This was business intelligence that management had never had before.

The new Compliance Center insured Advisys materials appearing in the existing financial planning tool were always current and up-to-date.

Result

This integrated solution let management simplify training, increase field usage and adoption -- and create a superior ROI from their existing technology investment. Usage reporting helped management identify trends and best practices to improve training and results.