

Group Implementation and Renewal Tool (GIRT)

The solution drove performance levels beyond competitive benchmarks, delivering significant value for the client in the eyes of their customers.

Challenge

The primary challenge our client wanted to address was fragmented, extensively manual, departmental process used to move employer groups from sales prospect to installed status. The nature of this process significantly influenced the level of administrative effort, cycle time and quality and had a negative impact on broker retention, staff moral and overall customer satisfaction at broker and employer groups.

Consequently, the top and bottom lines were impacted by higher production costs, increased customer service costs, missed sales and renewal opportunities.

Solution

Vicert produced a web-based tool that brought the following:

- A single data source is created.
- Several users are able to work on the same RFA request at the same time.
- Instead of moving the RFA Excel document back and forth, with possibility that multiple, inconsistent versions are created, all of the users involved have full access to the GIRT (enter, change or review data, generate the type(s) of report).
- The time for each task is shortened, accuracy and consistency increased while the data integrity is preserved.

Benefits

Administrative and production costs are lowered by eliminating:

- Redundant data entry at renewal.
- Extraneous and confusing data.
- Revalidation of RFA data at multiple steps of the process.
- Manual hand-offs between functional groups.

The tool has also improved output quality, increased broker and member retention and membership growth, and improved customer satisfaction by:

Significantly reducing group sales and renewals cycle times.

Improving broker perception of client's enrollment capabilities.

Tech: .NET, IBM

Duration: 3 months

Value: \$300K