

Insurance Company “Bulgaria”: Our business is about earning trust. We do it with Salesforce CRM



Video: www.youtube.com/watch?v=a0EgiBB1-I4

"At ZAD Bulgaria, our business is to earn people's trust. Since implementing Salesforce CRM, we know everyone of our clients personally and we are able to provide the right service and solution" shares Emil Vuchkov, a member of the Board and CEO of ZAD Bulgaria, close to a year after the start of the Salesforce CRM Implementation, working with the consultants of Next Consult.

THE INVISIBLE PRODUCT

ZAD Bulgaria has been on the market of financial services in Bulgaria for over 13 years. The company provides services to over 50 000 clients and is one of the leaders in health insurance in the last 4 years. Furthermore, it successfully develops its portfolio of Property, Personal Accident and Travel, Cargo Insurance and more. "Our product cannot be touched, felt, smelled or unfolded, it has no color, smell or shape – what's visible is only the contract we sign", comments Vuchkov. This document is a complicated list of conditions that people hardly understand. "We sell trust! And that trust is earned when we know the client, when we stay close to them." says Vuchkov

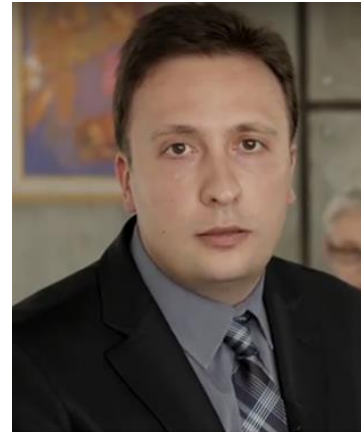
Earning people’s trust is a challenge that our sales reps need to handle every day. What’s most important for them is the first meeting with the client. When the salesman knows the client well, they are able to offer them the right solution and there’s a greater chance of signing a contract. “This is something that artificial intelligence will never be able to replace”, affirms Vuchkov

THE LAUNCH HAS TO BE A “BOOM”

Salesforce CRM began operating in ZAD Bulgaria in the beginning of January 2017. The launch needs to be rapid and decisive, not step-by-step.

Launching the product rapidly is usually shocking to sales reps. Even though the entity’s management team tried hard to avoid this: the sales team is involved in the process as early as at the stage of preliminary analysis. They were asked to take part in preparing the implementation, to give their feedback.

Even though, the system was ready to launch by September 2016, the management decided to wait through the busiest period – the last months of the year, to make sure working with Salesforce could start smoothly.



Emil Vuchkov

AUTOMATING THE ROUTINE

“How do you sell trust?...The sales reps collect information about the client. They carry out the first meeting, where it’s very important to make a good impression. They represent the company. They present the options and solutions. They learn more about the client! Then they prepare an insurance quote. If necessary – they obtain their direct supervisor’s approval. This is followed by negotiations with the client, improvement of the quote and eventually closing the deal” explains Vuchkov. There

New technologies allow companies to see clients as individuals who they know well, instead of anonymous parts of a segment.

are three crucial steps in the process: first meeting, negotiations and deal closing. “Everything else is supporting, administrative work. All these additional steps we

managed to replace and automate with Salesforce.

Having information about the client is key for conducting the first meeting with the client. It is a basis for building the right strategy on how to make the first contact. Afterwards, the communication starts flowing, while we keep paying attention to every detail of the client’s profile.

As a part of the Implementation, Salesforce is integrated with the existing core system of the company. “We have an IT system but it wasn’t convenient to use for sales. Now Salesforce is integrated with our core system” Vuchkov points out. All data on signed contracts is entered automatically, along with information about the client and all supporting details, history of quotes sent in previous years, including relationships with client’s employees as individuals.

LIGHT AND FLEXIBLE

“In my career I’ve had a few unsuccessful attempts to implement a CRM system. The issues have always been in the scale – many of these systems are expensive, complicated and require purchasing and maintaining additional hardware.” shares the CEO of ZAD Bulgaria. The good thing about Salesforce, according to him, is the outstanding flexibility, the effortless integration with other systems and the omni-device capability (PC, smartphone). Next Consult, on the other hand, possesses the extensive experience in business consulting, high efficiency in implementing the system as well as great

flexibility, given the fact that with such projects, changes to the initial system are always required.

A REASON TO TRUST

After the implementation of Salesforce CRM at ZAD Bulgaria, we have the information about everyone of our clients available at all times. Managers and sales reps enter client data from all interactions and touchpoints, including the initial contact, insurance quotes made, received feedback, history of working with the client, other available contracts etc. That enables us to offer the most suitable insurance solution to every client.

CRM and CRM system are two different things. CRM is a strategy, a philosophy. The CRM system only supports its execution.

The quoting process is fully automated. Premium calculation is also automated. Approvals are quickly received electronically - the Sales Director can approve a quote while on a business trip abroad or even on vacation. After the client accepts the offer, all the data is automatically input into a contract (insurance policy).

Writing reports becomes unnecessary. Thanks to Salesforce, all activities performed by sales reps for each client are visible at all times. This saves time and allows sales reps to focus on what's most important – the contact with the client.

I believe we are beginning to attain what's most important to us: happy sales reps, who carry out their main responsibility – be with the clients and earn their trust.” shares Emil Vuchkov

NEXT CONSULT – AGILE AND...FLEXIBLE

Back in April 2016, the project for implementing Salesforce CRM in ZAD Bulgaria started with analyzing the business processes. In June we were ready for the first phase of testing. By September the system was all set and running.

“Next Consult are very good at analyzing processes”. They helped us map our sales processes, in order for it is clear and the system actually supports the process. Without such engineering there's no point of using a CRM system.” adds the company's CEO.

The consultants' flexibility is not less important for the project. “Regardless of how good a project blueprint is, reality always turns out different. The experts from Next Consult are flexible and when we needed changes they were always responsive and cooperative. We didn't have to develop new blueprints. Next Consult's approach to our project was incredibly flexible.”

The speed of delivery is obvious. According to the top-manager of ZAD Bulgaria, the speed is impressive, given that the preliminary analysis usually takes more than a year. Next Consults completed this stage for 3 months.