



ENABLING ENTERPRISE GROWTH IN FINANCIAL SERVICES

One of the largest national insurance groups in the U.S., a Fortune 500 title insurer, reached out to Magnet360, a Mindtree company, to strategize about unifying its sales and marketing functions on a national level. Magnet360's strategic planning approach and extensive Salesforce expertise was key in developing an actionable roadmap and designing a nationwide solution for the brand.

Prior to Magnet360's involvement, the insurer had been struggling for more than two years to get a CRM initiative off the ground. The brand's longevity, sustained growth, and the nature of its business had created a company that had nearly 50 disparate databases with significant data duplication. Compounding the decentralized nature of the company's business systems were concerns over the security of customer information and its lack of an integration platform, which prevented enterprise-wide and scalable access to applications and data.

Accountability to enterprise sales growth was suffering within the model the insurer was operating in. The company had a number of locations operating on their own, with minimal centralized sales processes or marketing assistance. With so many moving parts in the sales and marketing process, from agencies to local, regional, and state sales teams, it was difficult for the company to streamline processes, focus sales efforts, and deliver consistent, unified messages to customers.

Risk aversion combined with a long path toward internal consensus played a role in delaying the company's ability to embrace a nationally-integrated sales and marketing solution.

However, in 2015 that changed as the company's leadership set a vision that depended on enterprise sales and marketing alignment to enable the organization to transform for growth. Magnet360 partnered with the insurer to create a long-term customer roadmap that clearly laid out each step of the project and aligned it with the company's goals. The planning process resulted in a solution architecture that enabled internal consensus and allowed the client to evolve its organizational structure.

Magnet360 acted as a guide for the insurer on its journey. The jointly developed customer roadmap enabled the client to establish a business plan that demonstrated the ROI potential of implementing the solution. As the engagement progressed, the client was able to transform their organizational structure to develop in-house operations to oversee the combined sales, marketing, and data integrity functions. Magnet360 continues to partner with the company in year three of their transformation program. The partnership is an example of the revolutionary results that Magnet360 strives for.



Digital Transformation

The multi-phase roadmap that Magnet360 developed with the title insurance company leveraged Salesforce (Sales Cloud and Pardot) as a platform for engagement. To enable mobility for its users, the company utilizes Salesforce's Lightning interface for its usability and out-of-the box functionality. Pardot replaced a collection of unintegrated, unrelated email marketing solutions, and allows the company to harness Salesforce data to deliver unified, multichannel marketing messages. Meanwhile, Magnet360 worked with the company's IT team to develop an enterprise-wide integration strategy.

Magnet360's agile implementation methodology allowed the client to prioritize functions, deliver iterations to its end user and develop a program for continuous improvement of the solution experience. Now in phase two of the multi-phase roadmap, Magnet360 and the customer continue to work as a single, cohesive team to deliver on the objectives and themes that were outlined in the planning phase.



Unifying Sales and Marketing Across the Enterprise

The title insurance business is extremely competitive. To continue to grow market share, the company needed to leverage best practices and process within its business at scale. To do so, it needed a centralized solution to implement process, manage accountability, and provide training to divisions. In some markets, the company needed to get consistent messages to lenders and agencies to prevent attrition. In other words, it simply needed to unify and strengthen its brand position and awareness.

The combination of Pardot and Sales Cloud is very powerful. It puts the insurer's marketers on the fast track to outpace competitors and drive engagement. The Salesforce engagement platform offers an enhanced marketing experience with integrated analytics and reporting that allows for better targeting and predictive abilities to help identify consumer and industry trends. Pardot can empower the divisional sales teams by creating and identifying important touch points along customer journeys.



Digitally Driving Growth

Magnet360 helped the company execute on their vision by highlighting people, process, and technology gaps in the then-current structure and offering strategic solutions. Magnet360's Innovation Services Consulting team partnered with our client to identify organizational needs to support the initiative. The result was establishing a Corporate Operations team to complement their best-of-breed technology investments in Salesforce for sales and marketing automation.

When the Salesforce enterprise solution implementation is completed, the company will be able to gain insight into the value of customer relationships over time and throughout the organization. At the enterprise level, Sales Cloud offers accountability and transparency in the insurer's sales functions and affords the opportunity to drive streamlined initiatives on a national level. Meanwhile, secure customer lists and good data boost sales efficiency in prioritizing prospects and managing customers.

Magnet360 continues their long-term partnership with the company over a three-year program that is focused on ensuring the success of the company's digital transformation, leveraging their investment in Salesforce technology for growth and increased market share.

By unleashing the potential of Engagement Studio, Pardot's integrated audience engagement functionality, the company is able to create complex programs that reach as many channels as it needs in order to maximize audience engagement. Scheduling functionality and granular wait times helps the brand roll out consistent messages and engage its audiences on a streamlined, national level or on a customized regional basis.

The seamless integration of Pardot's marketing tools with Sales Cloud means that marketing and sales can collaborate closely across the company's divisions. With campaigns that the brand's marketers execute with Pardot, sales team members can collaborate and get real time insights in Sales Cloud. Both teams can then use Pardot and sales data in combination to influence campaigns and drive greater numbers of touch points on customer journeys.

Sales team members also have the ability to use integrated marketing-created content in their own Salesforce-generated emails. Marketing can use Pardot to create and distribute approved templates that adhere to brand standards and include information legal disclaimers. This collaborative approach helps the company drive greater audience engagement through cohesive, unified content across all channels.

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CONTACT US

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WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.