



CUSTOMER SUCCESS STORY

CUSTOMER

BlueCross BlueShield of Tennessee

INDUSTRY

Health care financing

LOCATION

Chattanooga, Tennessee

Number of Employees

Approx. 4,000

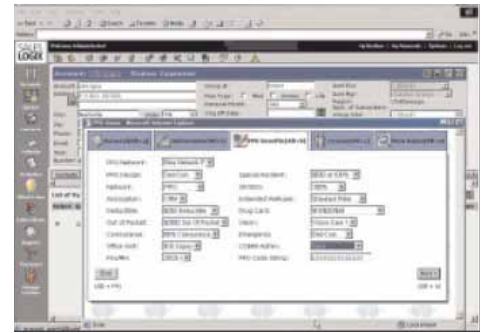
SYSTEM

Sage CRM SalesLogix

Sage CRM SalesLogix Helps BCBST Cut Sales Quote Development Time in Half

Salespeople at BlueCross BlueShield of Tennessee (BCBST) had been using a contact management system that was, as Andrea Cooling, marketing consultant and project manager for the company put it, “very antiquated.”

With a growing business selling through a three-pronged salesforce, BCBST knew it was time to upgrade.



Flexibility, Cost, End-user Acceptance

“We looked at many different products,” Cooling recalled, including Pivotal. “We knew we would have to highly customize whatever we bought because everybody does business differently. Sage CRM SalesLogix fit the bill in that respect, as well as in cost.”

Sage CRM SalesLogix offered another key to CRM success: salespeople would use it. Cooling said, “The way it looked on the screen was very attractive to our end-users.”

Improved Processes

“We wanted to overcome a lot of inefficiencies we were experiencing with

the old system,” Cooling said. “Typically, a broker might send in one request for a quote, but with 14 options, that’s 14 individual quotes.” Every bit of information for each quote had to be entered manually, so the time devoted to preparing quotes was staggering. And they were all stored on individual salespeople’s computers and could not be shared.

Quotes in Half the Time

“Today, we have it all within Sage CRM SalesLogix,” Cooling said proudly. “We have the ability to change only specific elements to generate variations. And individuals working in the same office can

CHALLENGE

To replace a homegrown contact manager with a fullfeatured CRM solution that: could be tailored to meet changing business needs; was affordable; salespeople would use.

SOLUTION

A Sage CRM SalesLogix system designed to meet current needs, as well as update and improve business processes, increasing sales teams’ efficiency and ability to share customer information.

RESULTS

Quote development time cut in half; critical sales information now shared; Web-based solution rolling out to brokers statewide; back-office integration phased in.



Your business in mind.

