



Case Study

New digital workplace experience drives productivity and growth at MEMIC

Avanade helps launch Agency Lifecycle Management solution

Business situation

With great expansion, comes great complexity. That's the mantra summing up the situation faced by this private insurance company. After branching out to serve thousands more customers across half a dozen new regions on the Eastern Seaboard of the United States, MEMIC recognized it needed more efficient, effective ways for its underwriters and agents to serve its customers. The solution that Avanade delivered – a new Agency Lifecycle Management solution powered by Microsoft Dynamics CRM – brought order to a disjointed jumble of legacy systems and new capabilities that empower agents, underwriters, and managers to better serve customers and grow the business.

MEMIC's growth has been particularly significant in the past five years. But the expansion had been hampered by outdated, manual processes for tracking leads for both its agents and underwriters, says Karen Johnston, Director of Underwriting Operations, MEMIC.

"We knew it was something we had to tackle," says Johnston. "We knew this is where our growth would come from."

The company lacked a centralized lead tracking or submissions portal, relying on a mix of different systems across regions. There was also little automation, and no digital tools in place for efficiently tracking leads through the sales cycle. Managers had limited ability to pull reports and gain insight on overall performance.

Agile delivery, teamwork and technical expertise key to success

As MEMIC looked for a new Agency Lifecycle Management (ALM) solution, it struggled to find a CRM platform that catered to the insurance industry needs. That is, until they met Avanade.

"Avanade brought to the table people who spoke our language," says Johnston, adding that Avanade's knowledge of the insurance industry and experienced team "tipped the scales" to our partnership.

“We intend to expand CRM’s reach beyond Underwriting, starting with the new Loss Control initiative with Avanade. Ultimately, our CRM solution will provide a central repository of information on agents and policyholders, fostering common understanding across our enterprise and enhancing our customer service efforts.”

– Matthew J. Holbrook, Vice President - Information Technology, MEMIC

Avanade quickly went to work to orchestrate an ALM solution implementation based-Microsoft Dynamics CRM—deploying a centralized, automated solution tailored to meet MEMIC’s needs. Tapping its industry knowledge and delivery experience with digital sales and service solutions, Avanade developed a project plan and delivered on its proposed timeline. An agile delivery approach enabled flexible delivery and new releases every few weeks.

And the company couldn’t have been happier with the professionalism, expertise and efficiency Avanade brought to the table. “In a word, working with Avanade was ‘excellent,’” Johnston says. “Their project management discipline is the best I have ever seen. And I’ve seen a lot in the last 20 years.”

But more importantly, the ALM solution provides a change of pace for MEMIC’s agents and underwriters. With it, the users are given a “one stop shop” to create, track and manage their leads through to submission. They can now spot at a glance everything they need to know about a client or prospect presented in an easy-to-read format. And users are now able to set goals and capture progress towards achieving them.

For managers, it’s a similar story. The new solution offers customizable sales dashboards and automated reports, so they can get up to speed faster and make strategic decisions with far more confidence than ever before.

New digital workplace capabilities fuel growth

With the new Agency Lifecycle Management platform, MEMIC has made a significant step towards its vision of a more digital workplace, one that drives higher employee engagement, productivity and better customer insights.

Johnston explains that for the three key target areas—lead prospect management, new business management and agency submission management—the new CRM solution has been well received by users and managers. It has brought greater discipline to information capture and tracking leads through the system, which in turn is leading to better business insights.

A self-professed “numbers person,” Johnston highlights what she considers to be the biggest advantage to come from the new solution: “Efficiency, just the efficiency with which reports can be pulled and the ease of access to information at all levels has been huge,” she says.

But perhaps the story isn’t over yet. MEMIC plans on continuing its expansion, bringing its unique services to even more regions. And the Avanade CRM solution will be a keystone of that expansion strategy.

“We have only scratched the surface of what CRM can do,” says Johnston, pointing out plans to build out the solution to new areas, such as for loss control systems, adding mobility capabilities and deepening ties with the actual policy holders. Avanade is currently teaming with MEMIC to execute against its strategic growth plans for the next year.

Company overview

Maine Employers’ Mutual Insurance Company (MEMIC) is a private mutual insurance company that opened in January 1993. Dedicated to workplace safety, the company has carved its path as a different kind of insurance company – focusing on prevention, and proving itself instrumental in landmark workers’ compensation reforms. Starting in 2000, the company launched a massive expansion initiative through a pair of subsidiaries companies. Operating as The MEMIC Group, the company now has offices in eight states along the east coast from Maine to Florida, with more to come.



About Avanade

Avanade leads in providing innovative digital services, business solutions and design-led experiences for its clients, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 27,000 professionals in 23 countries. Visit us at www.avanade.com

©2016 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.

North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
Phone +55 (11) 5188 3000
LatinAmerica@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Australia
Phone +65 6592 2133
AsiaPac@avanade.com

Europe

London
Phone +44 (0) 20 7025 1000
Europe@avanade.com