

Syntel's Cloud-based Salesforce Solution Boosts Sales

Customer engagement is a key indicator of business performance, improvement and customer-centricity.

A leading life insurance, investments and retirement solutions company is committed to improving customer service by simplifying user experience and automating its policy order lifecycle system. Syntel's quick implementation of a cloud-based platform helped the client reduce its time-to-market and meet its dynamic business requirements.

CHALLENGES

- Lack of a unified sales portal for policy management
- Sluggish prospect-to-sales conversion
- Difficulty in sharing best practices across teams

SYNTEL'S SOLUTION

Syntel's team of insurance analysts and cloud experts devised a Salesforce-based cloud solution with a set of customized functionalities. The Syntel and client teams worked together to implement the following aspects of this winning solution:

- A single user interface screen using a Salesforce-based solution
- Options to send the policy order to multiple prospective customers, and save time
- Streamline available enhancements to feature favorite items, favorite orders, and top 20 policy orders
- Introduce a notation feature for announcements and sharing best practices across teams

BUSINESS BENEFITS

75% reduction in time to book and deliver orders

98% reduction in time and effort to identify unique policy orders

80% customization in Salesforce.com to reduce time to market

- Increased sales efficiency and improved cross selling through sharing best practices

Delivering Excellence with Syntel's Salesforce Center of Excellence

Syntel's comprehensive Platform as a Service (PaaS) offering includes Salesforce.com and Heroku, enabling you to rapidly adopt public enterprise PaaS platforms. Our solutions help you achieve 40% faster time-to-market and 50% reduction in efforts. Syntel has successfully delivered over 100 Salesforce projects, and we are partnering on many more. Our expertise in Salesforce solutions encompasses Sales Cloud, Service Cloud, ExactTarget Marketing Cloud, Salesforce1 platform, Chatter and Work.com.

