

Business Value Of Maison & Dynamics 365 CRM Solution for Insurance



Delivering Business Transformation Today





### Global Relevant References





































## Maison & Dynamics 365 CRM Solution Overview



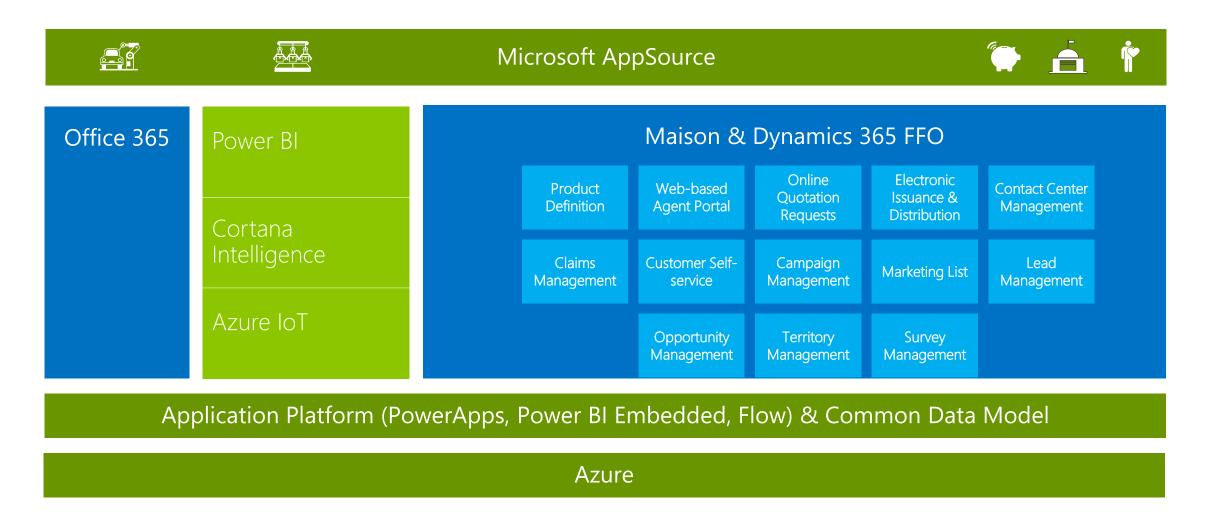
Customer communication channels					
	$\bowtie$			ĞĞ	
Voice IVR	E-mail	Fax	SMS	Web	Mail
Customer relationship management Enterprise resource					
Marketing Sale			Service		planning
Customer information management					Human resources
Insurance core applications					7. 10.1
Policy managemen	nt	Incentives and commissions			Procurement
Claims management		Collections and disbursements			Cost controlling
Reinsurance		Financial asset management			
Insurance analytics					General ledger
Enterprise performance management					
Information management		Sovernance, risk, and Info		y and	Corporate services
Integration infrastructure					
User interface	Business proce management	ss :	SOA management	Cor	nectivity and integration





### Maison & Dynamics 365 CRM Solution Overview









# Maison's Solution for Sales Management



- Lead Creation
- Lead Auto Routing Mechanism
- Sales Pipeline Management
- Goals/Target Management
- Holidays Management
- Lead Assignment Queues Management
- Lead Notifications (Internal & External)
- Cold Calling





# Maison's Solution for Marketing



### **Campaign Management**

Tagging of campaign to leads

#### **Campaign Activities**

- Email
- SMS
- Phone Calls
- Appointments

#### **Budget Management**

- Campaign Budget
- Marketing Budget





# Benefits Summary



Extremely
User
Friendly

Seamless Integration

Lower TCO

Great Business Intelligence

Easily Extendable