Compare Applications by Line Item Features, Business Impact and ROI

Take the time to consider each line item feature and the impact that that specific feature will have on your business; consider its effect on your sales close ratio, client retention rate, and the time and money required to service your existing book of business.

The Devil is in the details.

If you would like to have a product expert help you with your analysis feel free to call 646 461 3000 or email sales@benefitsguide.com

FEATURE	BUSINESS IMPACT	Hillcrest BenefitsGuide	Your Current System
Features Impacting Operating Expenses			
Automatic Email Communications			
Automated Emails with benefit information to plan members	Reduce inbound service calls to the office	YES	
Automated Emails to HR administrators with work status	Save staff time writing manual emails or answering routine calls	YES	
Workflows for all Client Service Work			
Manually set one off tasks for any member of service team	Track, set reminders & resolve one off service tasks	YES	
Workflow tasks are automatically created for each step in all standard insurance processes - new plan set ups, plan renewals, plan changes.	Free up time of senior staff by assigning routine tasks to junior staff	YES	
Workflows automatically allocate next task to appropriate staff member	Free up the time of staff who simply organize the work of others	YES	
Workflows break down processes into necessary steps	Minimize time consuming errors in plan administration	YES	
Tracking and Reporting on stage of processes versus deadlines	Pre-empt escalated issues that absorb time & damage client relationships	YES	
Follow up tasks automatically generated and assigned to staff	Avoid time consuming oversights that damage reputation	YES	
Claim Resolution Process			
Automated reminders tasks to continue to work claim	Ensures pro active follow up and avoids oversights	YES	
Automatic Report on claims by start date, last action date etc	Pre-empt time consuming escalation of claim issues	YES	
Automatic Report on claims for key client contacts (HR, CFO etc)	Avoid escalated issues on key personnel that damage agency reputation	YES	
Contact & Policy Management Database			
All client, prospect, carrier contacts, plan detail, & notes on 1 system	Ease of access to data reduces time needed to respond to inquiries	YES	
Highly detailed benefit information built into clients and contact records	instant access to detail improves first call resolution percentage	YES	
Attach files to any account, contact, plan or claim record	Reduced time spent looking for additional detail in outside files	YES	
Decision making tools for plan members			
HR Administration Portal	Reduce inbound service calls by providing online access to HR	YES	
Employee Benefit Portal	Reduce inbound service calls by providing online access to employees	YES	
Open Enrollment Wizard for initial eligibility & annual open enrollment	Provide value add service of central enrollment tool for all coverage's	YES	
Portal content automatically updated by broker management system	Eliminate staff time needed to maintain content of client benefit portals	YES	
Automatically calculates employee eligibility & cost per pay period	Ensures only correct options & costs are revealed to employees	YES	
Allows HR to initiate activity from the Portal - e.g. terminate a member	Reduce inbound calls/emails with tools to manage open enrollment online	YES	
Allows members to initiate activity from the portal - change of address	Reduce inbound calls/emails by providing self serve online tools	YES	
Automatically sends action items to the Broker Management System	Ensures member plan elections are processed accurately	YES	
Customized Dashboards & Reports			
Ability for each user to create customized dashboards	Allows each individual to more efficiently manage their resonsibilities	YES	
Ability for each user to create customized reports	Allows each individual to more efficiently manage their resonsibilities	YES	
Dashboards & Reports automatically refreshed & emailed to staff	Pushing information drives behaviour change & improves performance	YES	
Pre-populated with standard reports that can be cloned & modified	Staff can quickly set up the reports & dashboards suited to their needs	YES	
Ability to create custom reports on:	Gives staff & management the data needed to identify and pro actively address potencial service problems before they become escalated issues with clients		
Stage of sales process		YES	
Precise stage of new plan set up process		YES	
Precise stage of renewals process		YES	
Open & completed tasks by individual, team or office		YES	
How much time will you save servicing your clients with BenefitsGuide?			

FEATURE	BUSINESS IMPACT	Hillcrest BenefitsGuide	Your Current System
Features Impacting Client Retention			
Proactive email communications to HR	Enhance service by providing value add features with no extra effort	YES	
Proactive email communications to members	Enhance service by providing value add features with no extra effort	YES	
Stewardship Reporting	Demonstrate level and value of support work done for clients	YES	
Workflows, Reminders and Reports that pre-empt service issues	Minimize errors, omissions and oversights that damage reputation	YES	
Will you lose fewer cases? How much will BenefitsGuide improve your Client Retention Rate?			
Features that impact Sales			
Track & Report Prospects and Sales Pipeline	Better manage the sales pipeline	YES	
Automated email communications to HR & plan members	Differentiate agency by demonstrating value add services to prospects	YES	
HTML mass email capabilities and reports	Increase conversion rate by identifying best prospects	YES	
Will you write more new business? How much will BenefitsGuide improve your Sales Close Ratio?			
Internal Agency Management Features			
Built in Commission Tracking Tool	If adequate then some efficiencies versus integration to outside tools	NO - but can be integrated with other applications	
Technical Features			
Hosted application not housed on local servers	Security, remote access, reduced cost of local server needs	YES	
Hosted on salesforce.com's force.com platform	Industry leading security, response times, reliability	YES	
Accessible from any internet enabled desktop or laptop	Improve speed and quality of service even when working remotely	YES	
Blackberry, IPhone & Android applications	Easy access to data when out of the office	YES	
Integration with email systems (Outlook, Gmail, Lotus)	Automatically attach copy of email in activity history	YES	
Create Custom fields and page layouts	Set up system to meet agencies precise needs	YES	
Integrate with 3rd Party applications via API	Utilize best in class applications instead of standard packaged products	YES	
Create, retrieve, update or delete records from external systems that support SOAP based web services.	Access & alter data from multiple systems from a single client account	YES	
Implementation			
Data Migration - upload existing clients and contacts	Reduced time and resources to populate database	INCLUDED	
Data Migration - complex data migration such as historical notes	Bring account history into new database for easy of reference	AVAILABLE	
Pre populated & continually updated with small group products in select states	Quick set up by easily linking clients to their detailed plan designs	YES	
Create large group plans by cloning & amending standard products	Easily create custom plan designs for the large group market	YES	
Costs			
Installation / Set Up	No large upfront investment in a new system	INCLUDED	
Basic Customization	No upfront investment to customize a new system	INCLUDED	
Initial Training	Essential to maximize return on software	INCLUDED	
Ongoing Support / Training	Essential to maximize return on software	INCLUDED	
On site		AVAILABLE	
Live Telephonic		INCLUDED	
Private WebEx Classes		INCLUDED	
Email		INCLUDED	
Benefit portal & Open Enrollment Tool	Ability to offer to clients/prospects at low cost	INCLUDED	
Set up fee		INCLUDED	
Fees for portal access		INCLUDED	
Fees for open enrollment access		INCLUDED	
Monthly per user per month		INCLUDED	
OVERALL COSTS			
Cost of Ownership		Call For Pricing	
Set up, Training, and Support estimate		$0	
Additional Costs to set up Benefits Portal		$0	
Return on Investment			
How much time will you save servicing your existing clients? And what is the value of that time?			
Will you win more new groups? Will these value added services help you win bigger groups?			
Will this better client service help you to improve your client retention rate?			
Will you get more referrals from your existing clients and their employees?			
What are you waiting for?			