



# IHC Health Solutions

**POWEROBJECTS**  
We leverage technology to solve business problems

*Web-Based Data Management Helps Sales Force Connect With More Than 20,000 Customers — and Each Other*

## Business Challenge

Integrating information is just one critical element of any strong Customer Relationship Management (CRM) system. For IHC Health Solutions, a Bloomington, MN, based health insurance marketing company, it was vital that they were able to provide accurate quotes for customers, effectively interact with a sales team representing more than 20,000 independent insurance agents, and have the ability to sell 10 to 15 different product lines. The ability to integrate product and sales leads was also essential for IHC to do its job.

The company tried an open source solution, but soon realized that the problems outweighed the advantages: data extraction was clumsy, the system was not stable, it was expensive, and it was not user-friendly. Also, the existing system was not accessible to employees working remotely or in multiple locations.

## Solution

PowerObjects implemented Microsoft Dynamics CRM 4.0, a manageable, easy-to-use, and affordable CRM system tailored to IHC's needs. CRM is a web-based solution that can be accessed through Microsoft Outlook or Internet Explorer. CRM provides an easy and intuitive way for IHC's sales team to offer quotes to agents and to capture critical customer information. Through CRM, PowerObjects was able to tie-in all of IHC's disparate databases into one central location, vastly improving management's access to real-time data. CRM also provided the necessary integration features with IHC's new Cisco phone system. IHC can now track phone calls, which greatly simplified a previously complicated process.

## Benefits

Aside from addressing the main issues for IHC, the new system also delivered some welcome unexpected benefits, according to Dave Keller, Senior Vice President at IHC. "Now we can learn more about additional markets and what the competition is doing." Keller was also impressed by how quickly the IHC team learned and embraced the new technology.

As the sales team becomes more and more adept at using the new Microsoft Dynamics CRM system, the company's sales leads and closings are expected to increase. Data will become even more visible and actionable for all users to see and share.

A greater benefit has turned out to be how enthusiastic everyone is about using the system. "I'm shocked about how well it's gone with everyone using it," Keller said. "They're all asking a lot of good questions, and they're working with each other to find out the best ways to use it. That kind of environment is bound to be good for business."



## Accolades

"I was very impressed by the capabilities of Microsoft Dynamics CRM and how well our team has embraced the system."

Dave Keller, Senior Vice President

## Products Used

Hosted Microsoft Dynamics CRM 4.0  
Scribe

## Industry

Health Insurance

See for yourself how  
PowerObjects can help you  
simplify your business.

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