

A nighttime aerial view of Saratoga, California, featuring a dark blue semi-transparent overlay box on the left side. The background shows city lights, a prominent tower with a red top, and a highway interchange with light trails from cars.

Online leads management system for Financial Services Group

SARATOGA

The client

Saratoga partnered with a premium African financial services group which offers a broad spectrum of financial solutions to retail and corporate customers across key markets in 17 countries. As an organisation, they are known for their strong brand, wide range of products and track record of profitable growth.

The challenge

A large part of the wealth manager's business is intermediated and originates from brokers selling a selection of products together with financial advice. Qualified sales leads are crucial to generating new business, and the effective management and distribution of these leads has a direct impact on the bottom line of the organisation.

The financial services group needed to update their online leads management system, which had been in existence since 2011 and was no longer delivering the functionality required as the business progressed.

The small team managing the existing system was struggling, and a new consolidated online and mobile-friendly solution was needed. Brokers working with the system required continuous access to sales leads information, whether they were in the office, at the client or on the move.

The solution

The financial services group required a streamlined and efficient solution that would allow ring-fencing of broker groups for specific types of leads, and would also provide a management view for overseeing the broker groups and the users within each group. The solution would also need to provide information for the financial service provider's broker mobile app.

Saratoga assigned a skilled development and maintenance team to build, support and grow the client's leads management system over several years. During this project, expertise in strategic business analysis and custom software development has been central to the success of the application enhancement strategy.

Strategic Business Analysis

A lean development methodology was deemed best fit for the client environment, and was based on the principles of putting value into the hands of the customer as quickly as possible, building quality in, sharing knowledge and retaining learning within the team.

To deliver the maximum value to the business, a priority-based approach with fast turnarounds was used. The general process for new features involved building a Proof of Concept to test the idea, then running solution design sessions to build out and record detailed requirements.

Custom Software Development

The development process covered the full Microsoft technology stack and brought in application skills for C# and ASP.NET using Microsoft Visual Studio.

SQL Server Integration Services were used to process and transform data, Sequel Server Analysis Services created data marts and cubes, and Sequel Server Reporting Services provided the reports needed for Business Intelligence.

The front-end interfaces were developed with CSS and HTML, using SOAP and REST services.

Additional Features

A Customer Review feature provided the third-party CRM system with notifications to advisors about when customers should be contacted, and prompted actions by the advisor for tracking and reporting purposes.

The Client Advisor's mobile app delivers information from various data stores about potential leads and provides campaign summaries with client details.

Executive Management Reports enabled by dashboards for campaign and lead tracking.

The results

The latest version of the online leads management system solution now provides a quality leads management platform which experiences very little downtime. On average, 300 brokers per hour are currently being serviced by the new system.

Strategic value added

- Improved customer satisfaction.
- Increased competitiveness in the market.
- Faster response to customer product enquiries (Hot Leads).
- Improved customer retention with a higher rate of reinvesting before policy maturity.

Business benefits

- Improved lead closure rates.
- Increased sales revenue from campaigns.
- Better tracking and reporting of sales leads.
- More proactive intermediary sales behaviour to ensure better customer experience.
- A single leads allocation mechanism across distribution channels.
- Empowered Sales Managers and Support Staff with a higher commitment to deliver.
- A significant, measurable increase in the successful closure of sales opportunities for the premium African financial services group.



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