

Data Integration

Insurance company improved customer relations and boosted profits



Client Need

Client needed their CRM application SFA to be integrated with latest data available from different systems.

Benefits

- The data integrated into the SFA application will be used in maintaining customer relationships with clients, exploring new opportunities with clients, and identifying potential areas for better customer service.
- Company will find more opportunities and increase the business by providing new business services.
- Estimated savings of USD **\$4.3M** in 5 years

PR3 Systems Solution

InfoSphere DataStage application was built to integrate the SIEBEL/Oracle CRM database with other financial account and service systems. **InfoSphere QualityStage** was leveraged to identify the latest record to be loaded into SIEBEL. Analytics was then leveraged with the CRM database for performing analytics on customer relationship data.