

## SalesLogix

### CUSTOMER

BlueCross BlueShield  
of Tennessee

[www.bcbst.com](http://www.bcbst.com)

### CORPORATE PROFILE

#### Headquarters

Chattanooga, Tennessee

#### Type of Business

Health care financing

#### Number of Employees

Approximately 4,000

### SYSTEM PROFILE

#### Software

Saleslogix

#### Number of SalesLogix Users

75 LAN-based users

275 Web-based users; 1,000 Web-based  
brokers being added

#### Database Information

Microsoft SQL Server

#### Records

500,000 contact records

Nearly 170,000 account records

5 GB database

# SalesLogix Helps Cut Sales Quote Development Time in Half

Salespeople at BlueCross BlueShield of Tennessee (BCBST) had been using a contact management system that was, as Andrea Cooling, marketing consultant and project manager for the company put it, “very antiquated.”

With a growing business selling through a three-pronged salesforce, BCBST knew it was time to upgrade.

### Flexibility, Cost, End-user Acceptance

“We looked at many different products,” Cooling recalled, including Pivotal. “We knew we would have to highly customize whatever we bought because everybody does business differently. SalesLogix fit the bill in that respect, as well as in cost.”

SalesLogix offered another key to CRM success: salespeople would use it. Cooling said, “The way it looked on the screen was very attractive to our end-users.”

### Improved Processes

“We wanted to overcome a lot of inefficiencies with the new system,” Cooling said. “Typically, a broker might send in one request for a quote, but with

14 options. That’s 14 individual quotes.” Every bit of information for each quote had to be entered manually, so the time devoted to preparing quotes was staggering! And they were all stored on individual salespeople’s computers and could not be shared.

### Quotes in Half the Time

“Today, we have it all within SalesLogix,” Cooling said proudly. “We have the ability to change only specific elements to generate variations. And individuals working in the same office can share their work.”

The efficiency gain was immediate. Previously, it took 5-10 minutes to generate a typical quote. Now, with SalesLogix, it takes half that time. Cooling observed, “When you’re talking about an office that runs 60 or 70 quotes a day, that’s a lot of time saved!” The savings multiplies when it’s time to renew a policy because current and past quotes can be modified to meet customers’ changing needs. Salespeople are also now automatically prompted to offer additional products.

#### CHALLENGE

To replace a homegrown contact manager with a full-featured CRM solution that:

- Could be tailored to meet changing business needs
- Was affordable
- Salespeople would use

#### SOLUTION

A SalesLogix system designed to meet current needs, as well as update and improve business processes, increasing sales teams’ efficiency and ability to share customer information.

#### RESULTS

- Quote development time cut in half
- Critical sales information now shared
- Web-based solution rolling out to brokers statewide
- Back-office integration phased in

