



## Prospera banks on future growth with Microsoft Dynamics™ CRM

### Overview

**Country:** Canada

**Industry:** Financial Services

### Customer Profile

Prospera Credit Union & Insurance Agency, based in British Columbia, represents one of the largest credit unions in Canada.

Prospera helps its members attain financial freedom through a unique blend of personal high-touch service excellence and high-tech banking products.

### Business Situation

Faced with a growing customer base and complex sales processes, Prospera determined that its existing IT environment couldn't scale to meet the company's needs. Prospera's strategy for implementing a new CRM solution encompassed a short and a long term vision.

### Solution

After evaluating several solutions, Prospera enlisted Microsoft Certified Gold Partner Ideaca Knowledge Services Ltd. to implement Microsoft Dynamics CRM. The Microsoft solution provides Prospera staff with easy access to information on work in progress and ensures a targeted approach to all relevant client contacts.

### Benefits

- Access to information
- Improved Client Service
- Additional time spent with clients

“Using this solution we've been able to quickly coordinate customer campaigns such as a recent client appreciation event. It's been a huge boost to our ability to quickly track invitees, attendees and follow ups for additional business.”

*Rob Scott, Senior Manager, Wealth Management, Prospera Credit Union & Insurance Agency*

Based in British Columbia, Prospera Credit Union & Insurance Agency represents one of the largest credit unions in Canada. With current assets of \$2.2 billion under administration, Prospera has offices from Vancouver to Kelowna, and includes 60,000 members benefiting from 16 branches, 10 insurance offices, one contact centre, six commercial banking centres and a virtual banking division. Prospera implemented Microsoft Dynamics™ CRM to create a foundation for customer information that integrates easily with its existing business systems and to improve client service. The solution allows Prospera to access customer information and assist the sales team to meet its goal of increasing sales activities and customer satisfaction.

## Situation

As a community-based financial institution, Prospera Credit Union & Insurance Agency helps its members attain financial freedom through a unique blend of personal high-touch service excellence and high-tech banking products. Faced with a growing customer base and complex sales processes, Prospera determined that its existing IT environment couldn't scale to meet the company's needs. Prospera's strategy for implementing a new CRM solution encompassed a short and a long term vision.

According to Mike LaFrance, Network Analyst at Prospera, a major concern for Prospera was customer account management. "In one branch, for example, it would take 10 minutes to open an account, but in other branches it would take an hour and a half. We wanted to try and figure out how to improve our business process."

Prospera wanted to leverage the knowledge and relationships that its banking staff have developed with individual clients and deliver that information in a way that could be used across the organization.

"In the short-term, we required something to manage our relationships with our higher net worth investment clients," said Rob Scott, Senior Manager, Wealth Management at Prospera. "Canadian securities and insurance rules mean that there can be only limited access and crossover between the banking system and the insurance division."

Prospera was previously using a Goldmine CRM system that couldn't integrate with its existing IT infrastructure.

"We were basically running CRM software in isolation," said Scott.

Staff lacked a reliable communication tool with which to share, view, or manage account

information. Ultimately, the company sought to improve its operations and achieve a 360-degree view of customers across the organization.

## Solution

After evaluating several solutions, Prospera enlisted Microsoft® Certified Gold Partner Ideaca Knowledge Services Ltd. to implement Microsoft Dynamics CRM. The Microsoft solution provides Prospera staff with easy access to information on work in progress and ensures a targeted approach to all relevant client contacts. For example, clients are segmented and service level agreements are set up so that each client is contacted proactively a certain number of times.

"Now, by having our client data in Microsoft Dynamics CRM, we're better able to plan outreach that is targeted both in time and in content. This ensures that we're in an ideal position to better understand our client needs," says Scott.

One reason Prospera selected Microsoft Dynamics CRM was because it was a natural extension of the Microsoft software its employees already use. For example, the solution is completely integrated with the Microsoft® Outlook® 2003 messaging and collaboration client software, which Prospera was already using for email.

"We love the fact that Microsoft Dynamics CRM looks and feels like our existing applications, so it is fairly intuitive compared to some of the other solutions we looked at," says Scott.

The company now has complete integration between Microsoft Dynamics CRM and Outlook 2003, enabling staff to quickly access CRM capabilities from Outlook. With this solution, Prospera employees can track every touch with the customer, whether by e-

mail, phone, or direct mail, as well as perform campaign management activities.

“Using this solution we’ve been able to quickly coordinate customer campaigns such as a recent client appreciation event. It’s been a huge boost to our ability to quickly track invitees, attendees and follow ups for additional business,” says Scott.

Through its enhanced reporting and analysis tools, Microsoft Dynamics CRM also allows Prospera employees to easily forecast sales because they have better insight into account activities and new opportunities. CRM data can be transferred into Microsoft® Excel for analysis or into Microsoft® Office SharePoint® Server for updating executive dashboards or collaborating on customer-related documents. For example, Microsoft Dynamics CRM enables managers to easily see how the business is doing through the detailed views and reports that look at potential opportunities.

“The easy integration with its existing Microsoft technologies was definitely a great benefit for Prospera,” explains John Whitmore, Project Manager, Ideaca. “Being able to easily fit Microsoft Dynamics CRM into its environment means a no-hassle implementation, which is always great news.”

Prospera implemented the solution in six months and initially rolled it out to a pilot group before deploying it to the entire organization. The company, says LaFrance, has been quite impressed with the improved access to information and more detailed view of its customers.

## **Benefits**

The upgrade to Microsoft Dynamics CRM gives employees direct access to information relevant to their division. The solution seamlessly integrates with the company’s ERP and back-office systems. As a result of

the familiar user interface, staff at Prospera was able to adopt the system with minimal training and they’re now more productive because they have a more effective method of interacting with the client. Since multiple people connect with any one client, the sales group is no longer replicating customer contacts and has a higher degree of transparency into each customer exchange.

“As every contact is tracked, we don’t have multiple staff calling the same client for the same reason and we can limit the number of contacts and offers presented to a single client in a given time period,” says Scott. “Our staff can now spend more time providing excellent customer service and we’re also in the perfect position to grow our client base.”

## **Access to Information**

From Outlook, employees can swiftly access Microsoft Dynamics CRM customer service modules to get a more holistic customer view. By having a better overview of current activities, transforming the way client information is stored and accessed and ensuring each customer touch is relevant and targeted, Prospera is now in a better position to address existing and potential customer needs.

“The first thing an employee does before dealing with a client is collect information from our CRM system. From here, the employee can see exactly what the customer’s specific needs are. Employees can also easily update customer information as a job progresses. It’s been a tremendous help towards better understanding our customers,” says Scott.

## **Improved Client Service**

Information was difficult to share in the past, so these activities weren’t well coordinated. With Microsoft Dynamics CRM, Prospera staff has access to a central database, so they can access and update information instantly. This

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For more information about Ideaca Knowledge Services Ltd. products and services, call 1-866-816-4332 or visit the Web site at: [www.ideaca.com](http://www.ideaca.com)

For more information about Prospera Credit Union products and services, call 1-888-440-4480 or visit the Web site at: [www.prospera.ca](http://www.prospera.ca)

ensures the company can complete much faster transaction times within a quicker sales cycle. Now, Prospera is able to better forecast their needs and present the right products and services at favourable times to secure a quick sale.

“Being able to share the numerous touch points a client has with us has helped us better identify opportunities in other areas and bring the appropriate expert into the picture, thereby moving the client more quickly along the sales cycle,” says Scott. “This ultimately enhances our customer service by providing deeper insight and better financial opportunities and advice.”

### ***Additional Time Spent with Clients***

The seamless integration with Microsoft's other core products such as Outlook means that Prospera staff can now update records via the Web-based interface anywhere, anytime – increasing efficiency and productivity.

“It's been helpful in improving workflow processes. If you know there's an investment or a mortgage product maturing somewhere else, all you have to do is type in one date and it sets up all the reminders and all the workflow that needs to go along with that. It is really helping us live up to the client commitments that we make,” says Scott.

## Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: [www.microsoft.ca/dynamics](http://www.microsoft.ca/dynamics)

### Software & Services

- Microsoft® Dynamics™ CRM
- Microsoft® Outlook 2003
- Microsoft® Excel

### Partners

- Ideaca Knowledge Services Ltd.

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