

Indwe selects MultiVue for “golden” customer record

Issued by: IS Partners

[Johannesburg, 31 August 2010]

Indwe Risk Services, one of South Africa's largest insurance brokerages, has signed an agreement for the implementation of a customer data integration solution from Microsoft Gold certified partner, IS Partners.

VisionWare's MultiVue Identification Server will support the implementation of a Customer Data Integration (CDI) Hub, and meet the business's requirements for a single, accurate view of their customers.

The solution will cater to the needs of more than 120 000 individual, commercial and corporate insurance clients. The implementation of MultiVue will be used to consolidate multiple instances of a client into a single “golden” record across the company's various line of business systems.

Additionally, it will further ensure data cleansing, consolidation and synchronisation across the business. Updates in one system will be replicated to all core systems and customer data will be reported on from one location.

“The solution will expand Indwe's ability to centrally manage customer interactions and also enable the company to conform to more stringent regulatory requirements, thus tying into the organisation's broader corporate strategy,” says Heath Turner, Director, CRM at IS Partners.

While eliminating data duplication, it will also streamline previous manual and cumbersome processes to drive a single client database for Indwe's customer centricity strategy. Client information will be consolidated into a single record into Indwe' s Microsoft Dynamics CRM system, providing the base platform for further innovation.

“MultiVue enables the organisation to create its own specific parameters for index searching. This means that Indwe can be selective about the parameters or attributes they search upon to enable a single view of a client across multiple systems. MultiVue then automatically enables merging of records, updating of information, deletion of unwanted records, cross indexing and provision of a single, trusted view of the client,” he says.

Future broker acquisitions will also be speeded up as new clients can be integrated into the existing client set with relative ease.

Simon Hudson, Executive Head of Business Improvement and CIO at Indwe, says the solution is closely integrated with the company's existing Microsoft Architecture and Dynamics CRM implementation. IS Partners was selected for its credentials and experience, its proven capability as well as local support.

“We will now be able to create relationships between individuals and organisations, which will assist us in better understanding our customers,” he adds.



IS Partners

Established in 2001, IS Partners addresses the need for quality implementations of Microsoft solutions. As a Microsoft Gold Certified Partner for Business Intelligence, IS Partners specialises in empowering sales, marketing, financial and management in its customer base. This includes various industries such as retail, distribution, finance and IT.

IS Partners uses its own proven, streamlined methodology for all implementations. It also specialises in bringing bottom line value to CRM systems, providing business analysis, technical design, application architecture, implementation, training and performance tuning of CRM implementations on the Microsoft platform and Microsoft's own CRM solution.

For more information, go to: www.ispartners.co.za.

