HMOZ CRM SYSTEM

HMOZ Customer Relationship Management (CRM) system is uniquely customized and built for Sales and Marketing departments of Managed Care Organizations (MCO).

MCOs spend hours researching and looking for the best CRM software to meet their specific industry needs. Look no more, MCO Sales Software from HMOZ has been already created just for Healthcare Insurers and it will not require additional customization, as thousands of hours have been already put into it.

For MCO Sales reps it's all about numbers. They must measure number of calls, quotes, and new subscribers and brokers. On the other hand, it is really all about relationships. You need an MCO Sales Software System that supports relationship building activities, like maintaining information on who the clients are and what they said last time, what reps have committed to, and how they must follow-up. With HMOZ CRM system you can appreciate knowing the value of a lifetime relationship with an ideal customer. Sales reps can close more when they are able to recommend optimal plan designs based on their customers' needs and budget.

The difference between quoting and quoting quickly successfully is seeing and knowing what your clients are inclined towards. HMOZ Managed Care Quoting system lets you see previous years, current and future plan designs, riders, broker and sold group information, and all the data, which resonates with your end customer. In a class of its own, HMOZ is the market leader for true CRM systems and HMO quoting systems, which sales and marketing reps love to use.

The emerging trend of database consolidation is sweeping among the mid-market Health Insurers. It is driven by the high cost of wages for qualified, well trained HMO sales people. Salary and commission amounts serve as a good motivation to top performers, however, an MCO's reputation, quality of care, and plan design options contribute to the factor of how easy it is for reps to sell. Simple, yet powerful, Managed Care Sales Systems are now required to attract and retain new reps regardless of whether they are in Health Insurance Marketing, Sales, Underwriting or the Call Center.

Having a proper MCO Sales and Marketing system is crucial, since the cost of pushing the limits of multiple excel and access databases is high. Additional factors include list inaccuracy with the highest cost, duplication of records, the second highest is the cost of mailings to the wrong address, the cost of calls to inaccurate numbers, and the cost of treating a current customer like a new prospect.

Have your marketing reps ever heard from your customers a complaint that you treat your sold groups as new prospects, perhaps, after buying them again on the marketing list? When you approach your current clients as new prospects through your marketing campaigns, they start to feel the disconnect and wonder, shouldn't my MCO know I am a customer, member or subscriber, why are they bothering me again, why are they wasting my time, and I'm paying for it, maybe I'm paying them too much if they're blindly wasting money prospecting on me. We know how hard it is to get a new customer, and discouraging your existing clients is not an option. The solution is to invest in MCO marketing software with a single marketing database, to merge all your lists into one, and get your message out through touches, calls, campaigns, letters, faxes, and emails, tracking the results.

MCO also need HMO Call Center Software to track their activity reporting, agent productivity, number of calls, etc. Imagine that after being routed through an automatic answering system and pressing all the right buttons, your clients are finally connected to a live rep, who listens and is able to answer their questions because Call Center reps in your MCO have all the information they need on one screen, in one

integrated application in front of them. MCO Call Center Software helps appropriate resolution and follow-up happen quickly, and what could have become an issue is resolved on one call. We all live busy lives and no longer have time for voicemail jails, or letters, or email responses. The difference is not so much between rich and poor in the future but between technology peasants and the technology enabled. Relationships are the key, and even the best technology cannot replace bad attitude, however, the right tool for the right job in the right hands is driving the growth of membership in the top tier MCOs.

When it comes to Managed Care Software Systems, you have the option of owning (purchase) or leasing (ASP). Both have advantages. Leasing, like ASP, means you just need a connection to the Internet and the MCO ASP solution, and data will be kept on someone else's computers. This allows you to conserve initial capital and try CRM software to see if it works for you. Owing or purchasing gives you the flexibility to customize the system any time you need and full control of how it is used in your business. It also gives you the peace of mind that you do not need to pay for unnecessary upgrades or additional features.

HMOZ will analyze CRM situation in your MCO correctly and will recommend the system that is right for you. ◊