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CULTIVATING CLEAN CRM DATABASE AT INSUREDMINE

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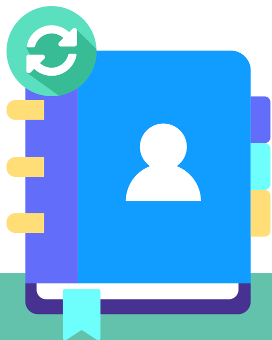
Introduction

It is proven that CRM is a must-have for each Insurance Agency. However, a “dirty” CRM solution in the Insurance sector can be paralyzing for sales, marketing, and services teams. If the data that you feed daily into your CRM accumulates errors and becomes unusable, then it slows the sales cycle down, gives less confidence to the marketing team to run campaigns, and the service team will have to look into secondary data to validate.

The worst part is, it becomes messier if the agents are not well-trained in how to fill in the data. As a result, cleaning up the data can become a headache every week.

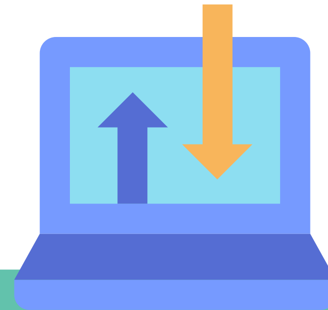
It's time to clean your CRM

How does Data Pour into your CRM?



Agents adding a contact to the database

Forms filled by leads or other web sources



Data sync from your Agency Management System or other core systems including - phone, carrier, other marketing tools, etc.

How an Unorganized and Confusing CRM Database Harms?

One of the most challenging tasks is ensuring data validation while operating the CRM system. A poorly maintained data set will be garbage in and garbage out and thus costs in several ways, including:

- Inaccurate reports
- Activities slow down
- Poor sales performance

Manually verifying data can also become annoying when you have more important activities to deal with.

For example, you follow-up with a customer and find that another team member has already been in touch with them. Even after cross-checking, you find there is no data updated regarding this event. This creates confusion. And upon further investigation, you discover a duplicate record exists in your CRM and has been assigned to another team member. This unorganized data will not only harm your performance but also create wrong perceptions with prospects and will affect overall agency sales.

Not only duplicate data, but data validation also becomes a big question if you do not organize and maintain your CRM.

For instance, you are allowing a 10% discount on your broker fees while selling a particular policy, whereas, other agents from your organization are offering a higher discount. Now, in this case, to make the correct input, you have to make manual entries for such exceptions to set things right. These unnecessary entries are time-consuming. And if these errors are overlooked, you will get flawed sales reports.

Read on to learn some effective best practices that you can apply in InsuredMine Insurance CRM. Learn how to manage duplicate records, data validation, customize fields, and apply restrict access.

Manage duplicate records

InsuredMine CRM offers proactive and reactive solutions to mitigate the risk of duplicate records.

Stop the duplicates before they can be created

While creating a contact, mark some data fields that work as unique fields in InsuredMine CRM. This can stop duplicate records in your CRM and clean your database proactively.

For example, if you are entering data with their name or business name, and if the data already exists in our database, the CRM will alert you. The existing contact will be reflected and this way, you can check before adding any additional details. And if you are selling a different policy to the same contact, you can go ahead and create a new entry (Deal Card) based on the policy (line of business) that you are selling. Other fields that can work as unique fields are their contact details, which includes email, mailing address, etc.

Despite all these measures, if you find there are chances of duplicate data entry, you can either delete or merge those data.

Deleting multiple contacts/account

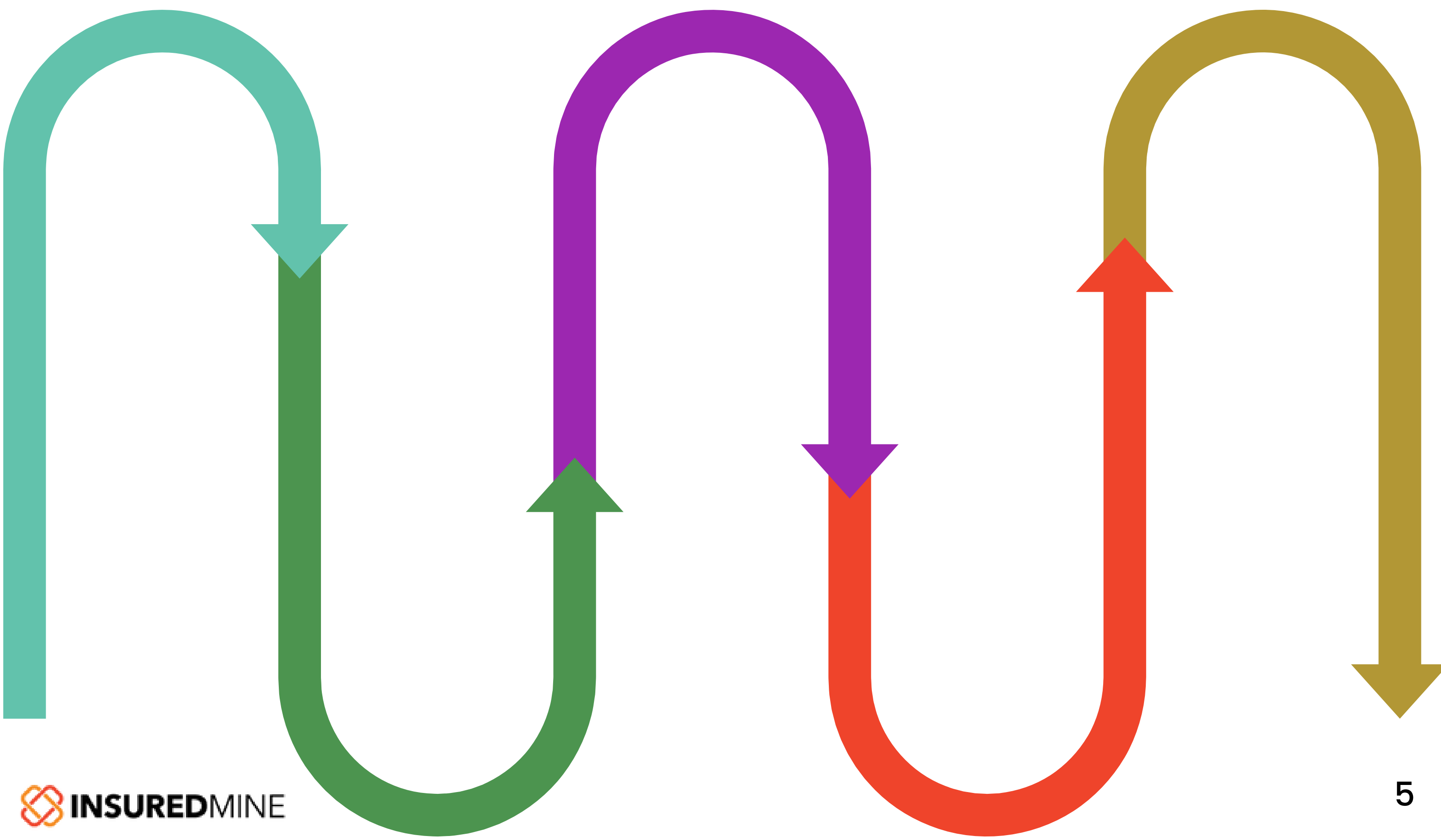
Deleting multiple contacts/accounts at one go will help clean your database faster. Once you select the contacts that you want to delete, you simply need to confirm the action that all the deal cards, policy, documents, files, tasks, notes, email history, and other details related to that contact will be deleted. This way, at one go you can sort your database at regular intervals.

Merge duplicate records

Apart from deleting data, the InsuredMine CRM allows you to find and merge duplicate contacts.

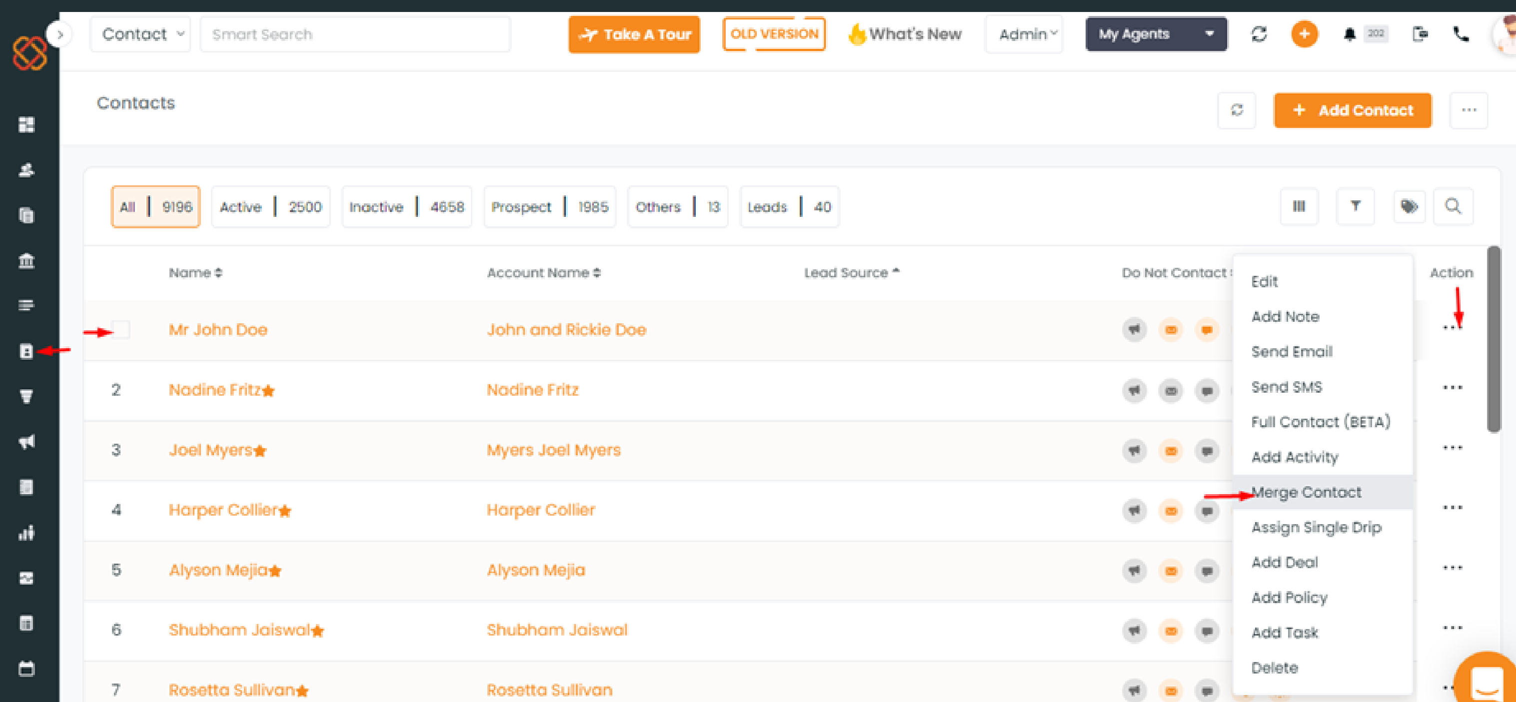
The merge duplicates option works well if you know exactly which contact record has been duplicated that you wish to merge.

For example, you know that a contact has three duplicate copies and you want to merge them all. Simply follow the steps on the next page to merge the contacts:



How to merge duplicate contacts

- Navigate to the **Contacts page**
- Search and select the record you want to merge
- Click on the **Merge Contact** button
- Select and review contacts manually in the Merged Contact Preview box.
- Once confirmed, click on **Merge Contact**

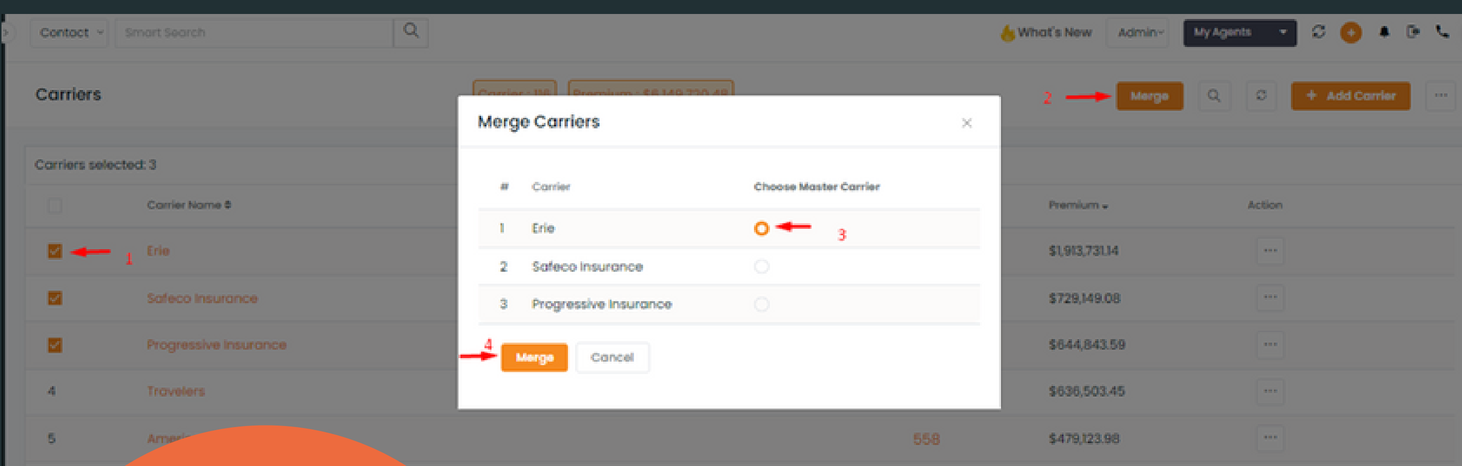


InsuredMine CRM automatically identifies duplicate contacts if the contact exists with the same name. This will be displayed as a drop-down suggestion when you start to create a new contact with the same name. In the very first shot, you will be aware if the same name exists in the contact database. This is going to save you time and effort and will keep your data clean.

The merging and deleting option even exists in the carrier module. At times, agents tend to keep creating carriers again and again in the CRM due to lack of coordination with other agents. This can also occur due to bad/dirty data movement from IVANS, then AMS, and then to CRM. It can becomes quite messy! Regular cleaning of the carrier module section will keep you organized and not have to worry about all the different versions of carriers.

How to merge duplicate contacts in carrier module

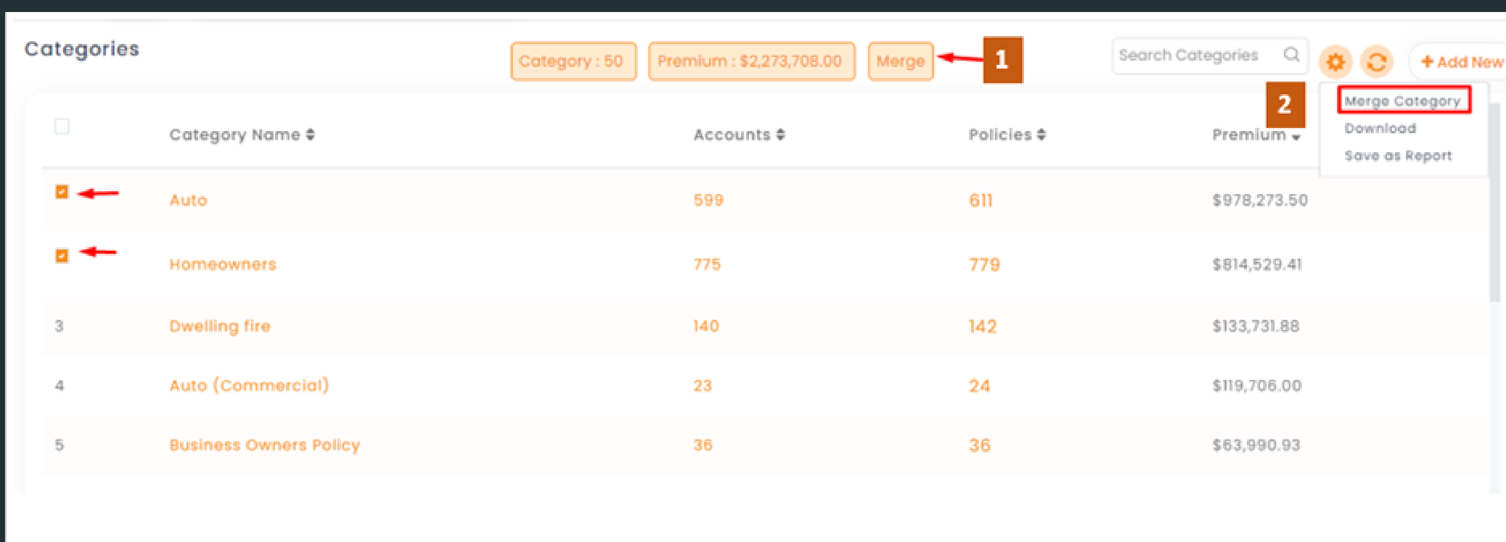
- Select the carriers that you wish to merge
- Click on Merge
- Choose the Master Carrier
- Click on Confirm



Other modules including the category section have possibilities for duplicate category lists. The category is the policy category, referred to as Line of Business. This can be Home, Auto, Boat, BOP, etc. If you know there are categories that you would like to merge because they are not represented correctly or mistyped, follow the steps below:

How to merge duplicate contacts in categories module

- Type and search the categories in the search section
- Select the names that are to be merged
- Choose the **Master Category**
- Click on **Confirm**



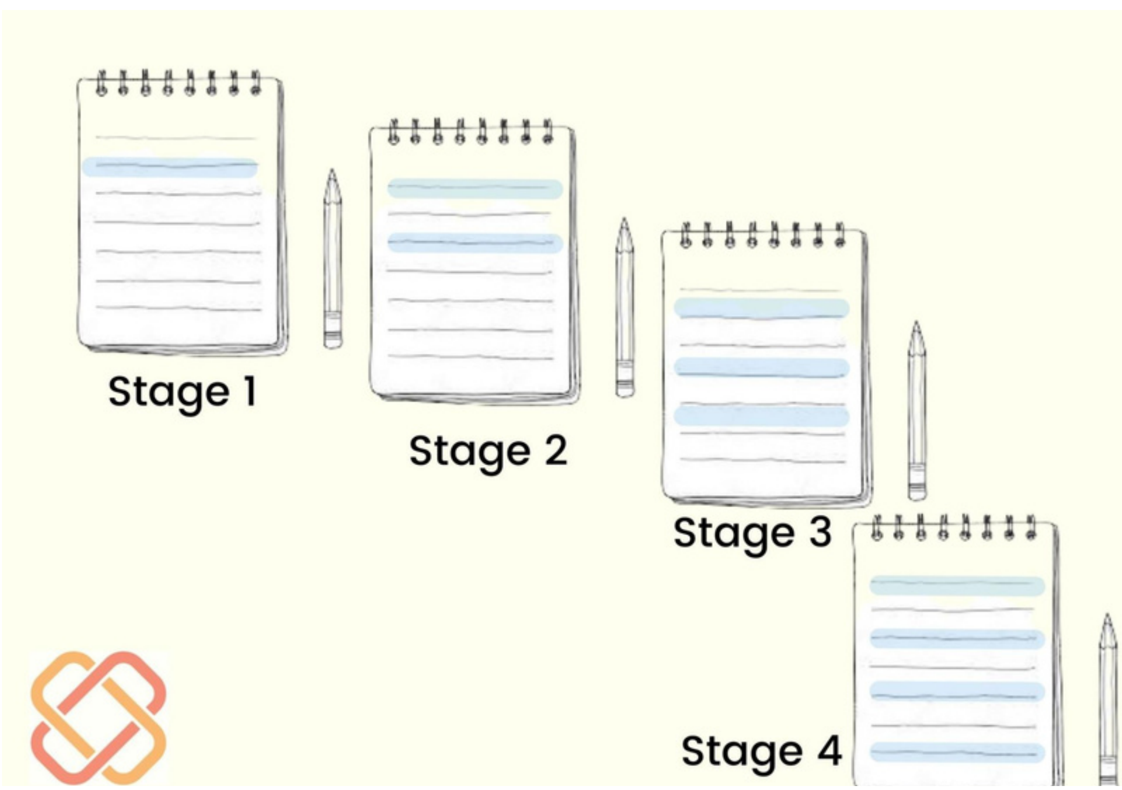
For AMS users, syncing of contacts from InsuredMine CRM to your AMS is very essential to be at the same pace at both platforms. To make it easy, InsuredMine CRM has provided a sync button, so in just a single click, you can easily sync with your AMS. You can even merge your contacts with AMS with the merge option.

Data Validation as Part of the Sales Process

While adding a record in InsuredMine CRM it is highly possible that you may not fill in all the fields. Maybe at the initial stage, you are not sure of all the details or didn't have a chance to collect all the required details.

For example, you have a lead and pitch them different policies. But, you are not sure which ones he is interested in. If that happens, your manager/admin can set stages in Pipeline as a parking lot stage where you are still gathering more details. The created deal cards will move in respective stages as the required data is gathered.

In the sales Pipeline, you can create stages such as Lead in, Request More Info, Marketing, Reviewing, Contract & Bind, Onboarding, etc. Creating such a process in your CRM sales pipeline will help you have a valid information record as the deal card will pass through each stage and will continue to gather more info at each stage.



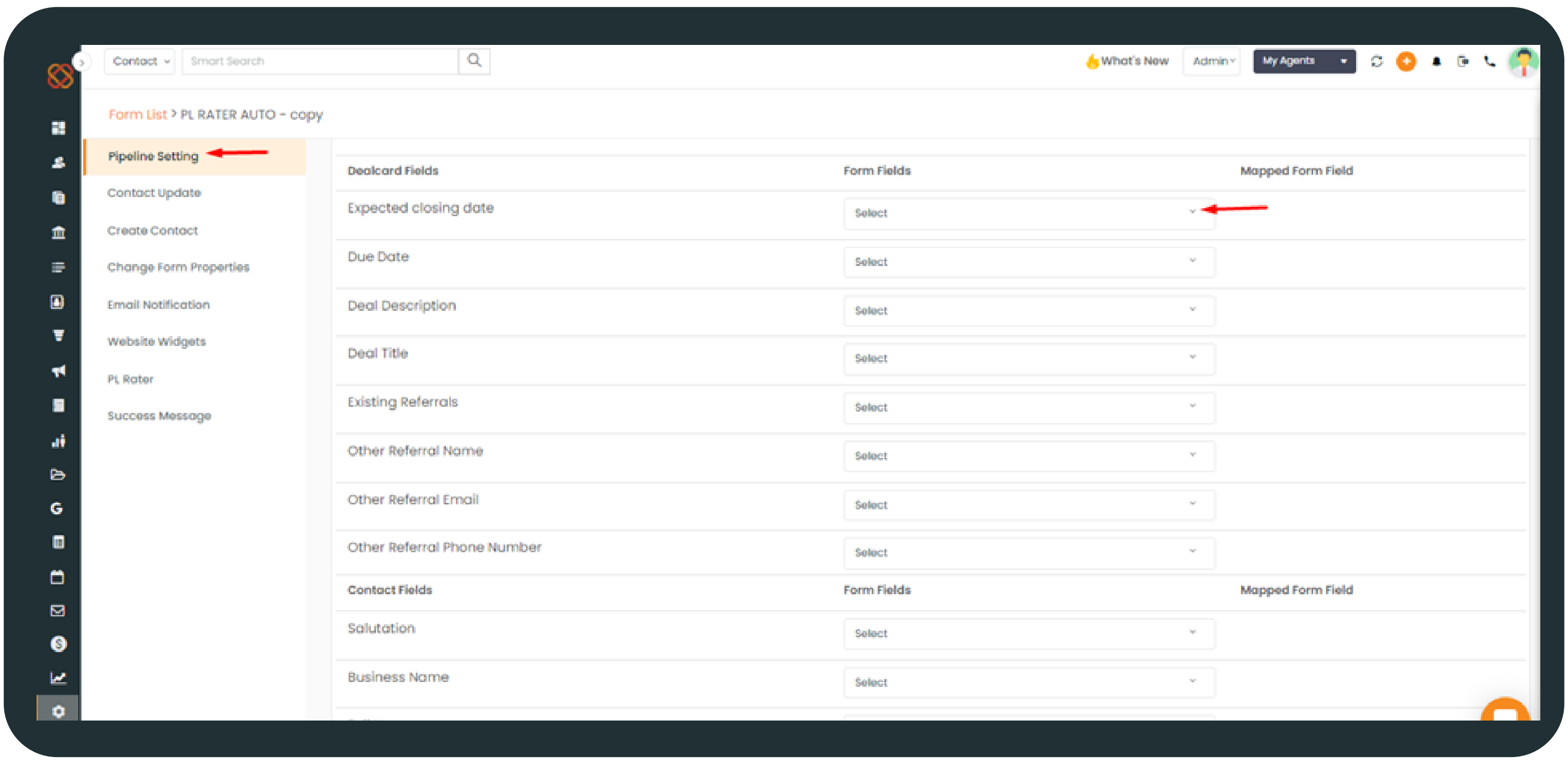
Customize Fields

You can customize fields while entering any data via manual entry or intake forms if those data fields are not available in standard forms or screens. This will help you maintain structured data via custom data fields, rather than adding them in notes. Overall, it will help filter unstructured data and keep you from missing the right insights and analytics.

Custom fields in deal card while creating deal card via forms

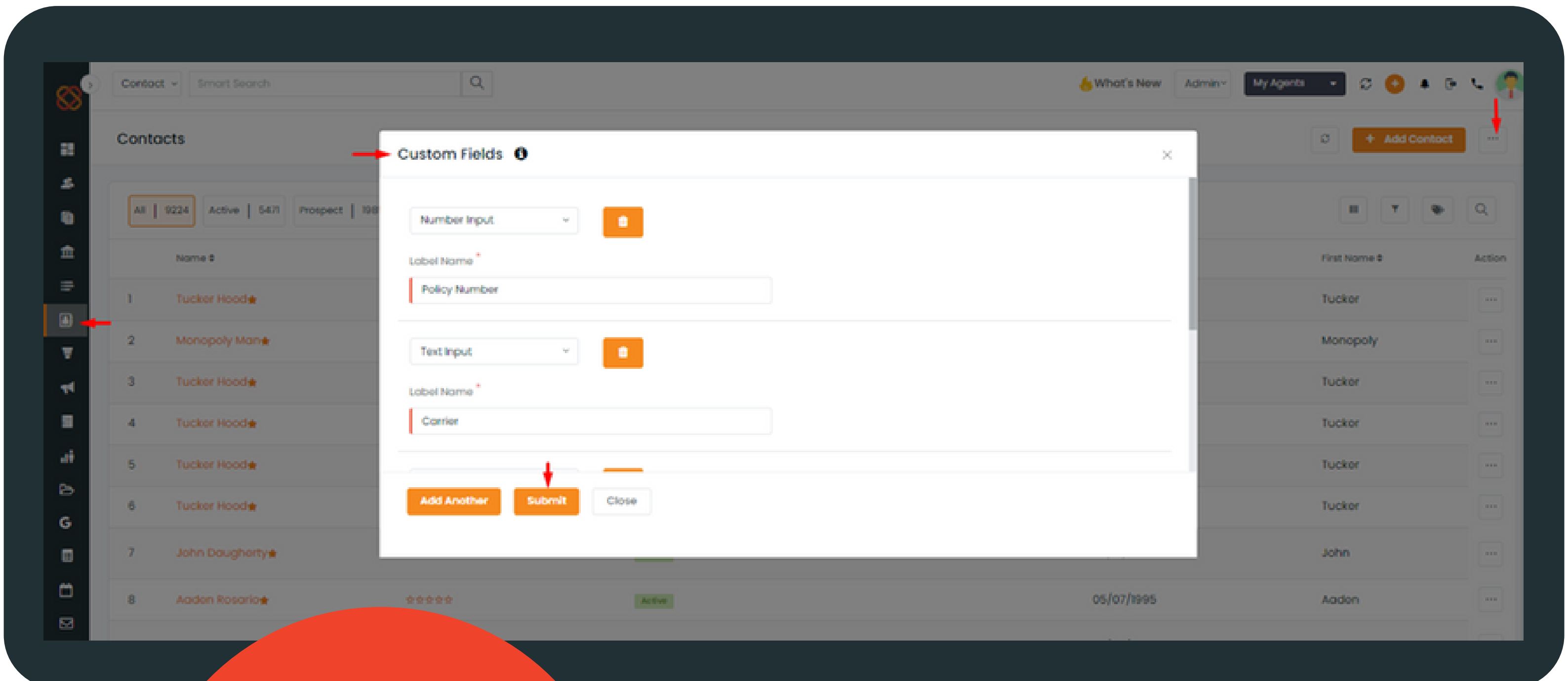
Intake forms will bring a lot of lead data into your CRM. Keeping it sorted by eliminating the unwanted data can help you have a clean CRM.

While creating a deal card based on the data gathered through the intake form, you can set the mandatory fields and data from where it will be mapped. In this way, there is no manual data entry with the direct input from the user system. You will get the desired data into your CRM in a much more efficient and cleaner way.



Custom fields in contacts module

Custom fields are available in the contact section as well. You can customize the **Label Name** and **Input** format. Custom fields can also work as unique fields that can help you avoid duplicate entries in CRM.

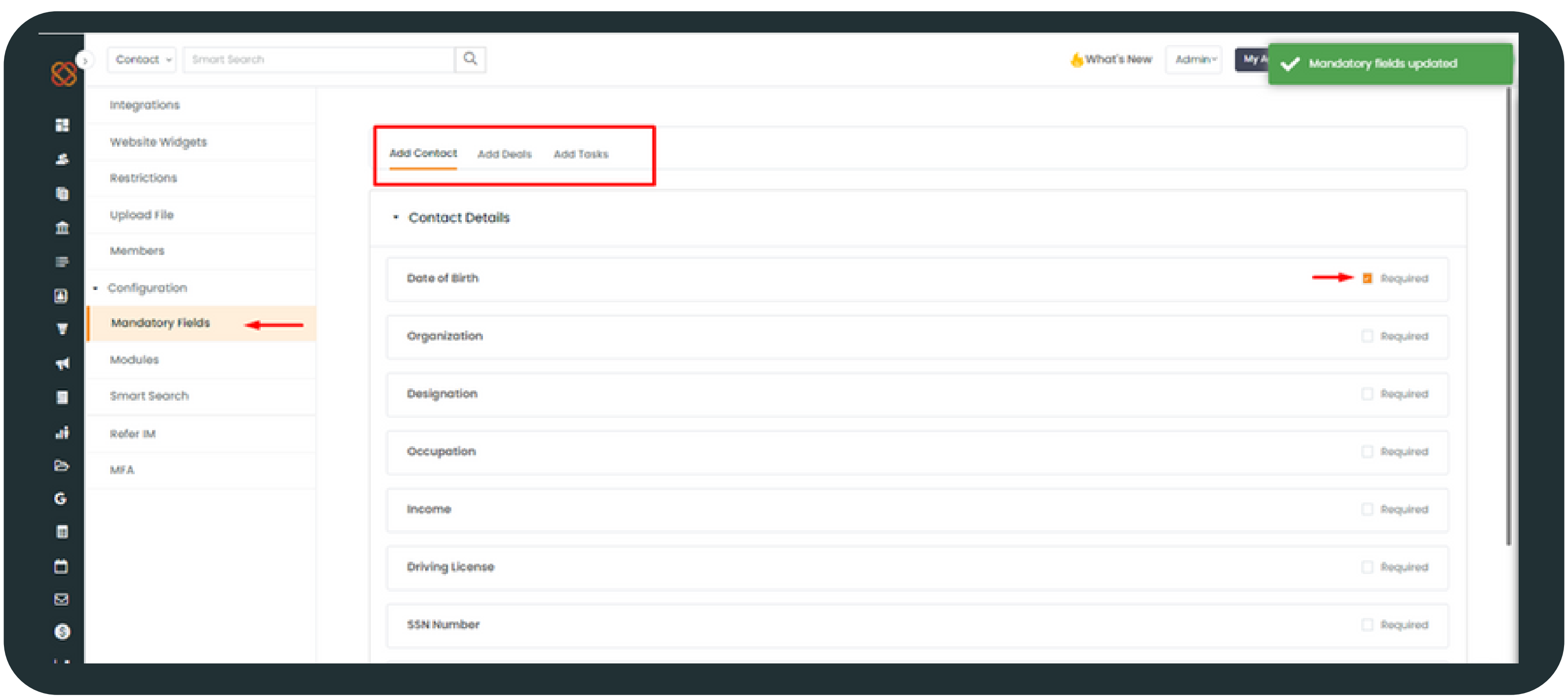


Mandatory Fields

You can select mandatory fields for **contact, deal card, and task**. Marking these fields as mandatory will help you to ensure that these fields get filled while creating any contact, deal card, or task. This will help you have uniform data while downloading the respective list or report.

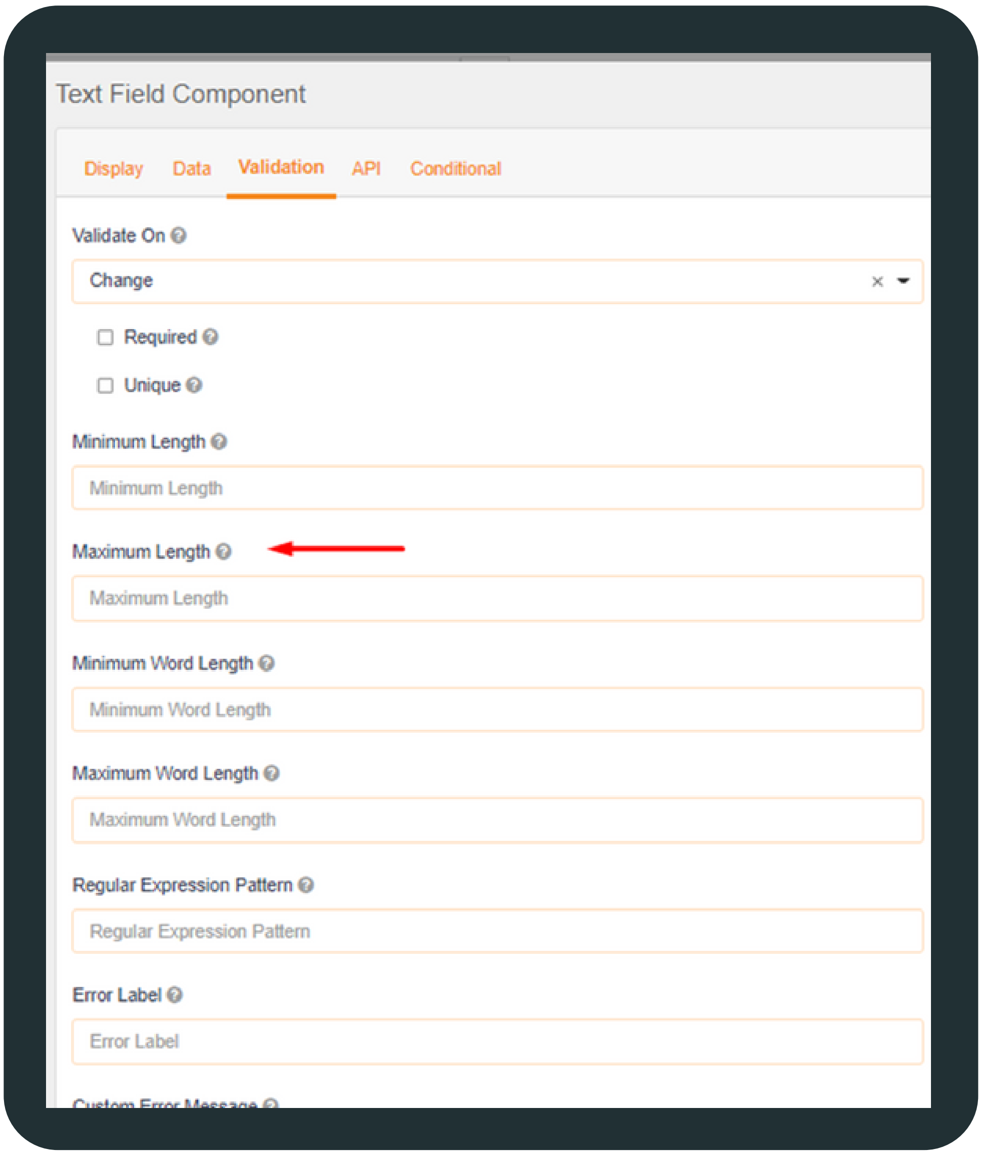
Mandatory fields not only help in keeping the data clean but it also helps to build discipline among producers and service teams in capturing essential data. Mandatory fields are necessary, as many times you will find agents, for the sake of creating an entry, fill in a few fields and leave the rest. In this way, you will be missing out on important sales data that were to be added.

For example, if you want to send some legal document, and find that the address is incomplete in your CRM, it will create a problem at least at the moment. You need to wait until you get the correct address. To avoid such a scenario, mandatory fields will help you collect the right data, build the right insight and keep it consistent.



Set Maximum Character Limit for Certain Fields

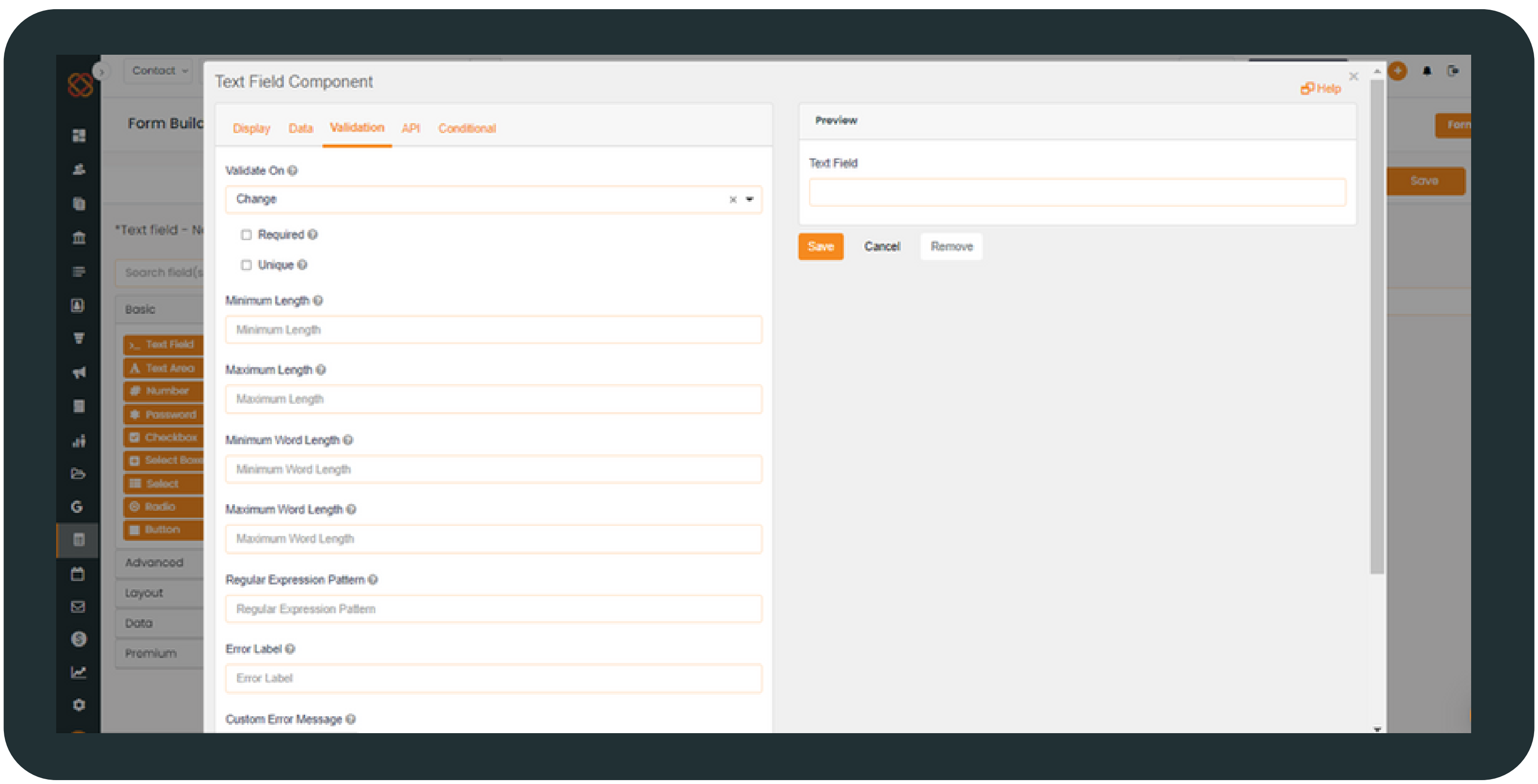
You can set a maximum character limit that can be used for zipping, phone number, SSN, etc. to avoid wrong data entry. And let's suppose, it is 8 digits and someone mistakenly fills 10 digits. If that occurs, you will have the wrong data entry. This is why the InsuredMine CRM has provided customized fields where you can limit the maximum character/digit to avoid such issues.



Maintain a Set Format/Style

Automation does a major chunk of work but still, human intervention is necessary to ensure the quality of data. Data inputs are taken from several sources. Forms are an important source of collecting data. One way to maintain consistency is to introduce and set the format parameters while creating a form or even for manual entry, which is the most prone to error.

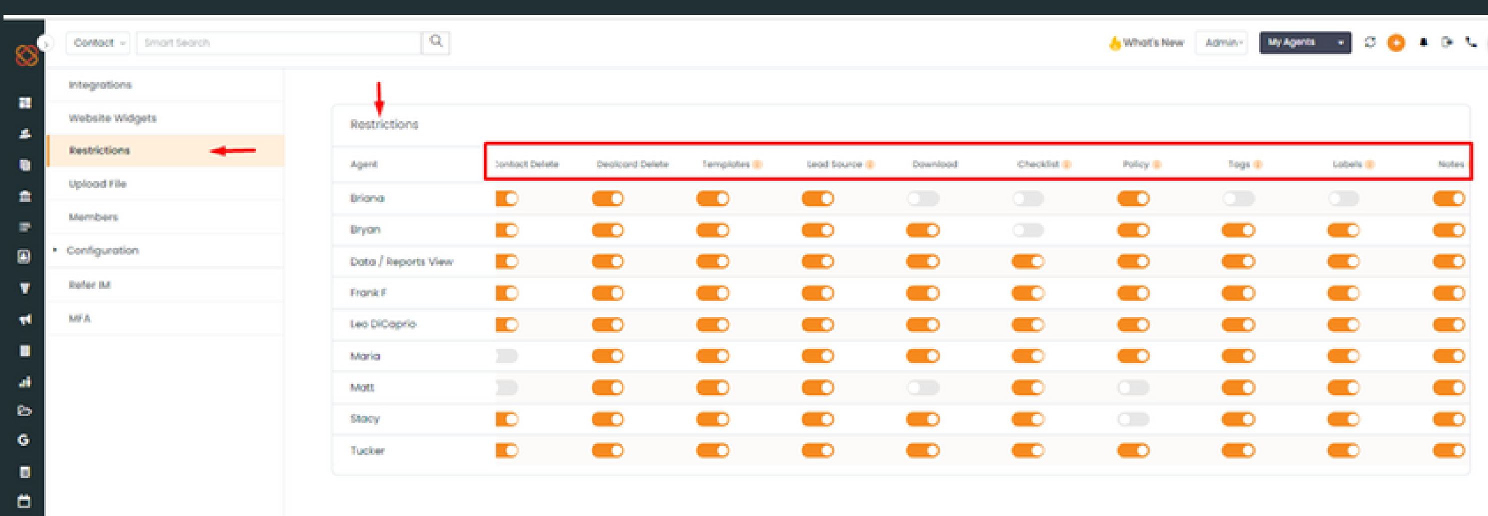
To generate accurate reports, you need to set a standard format. So, while creating a form you can customize the fields, values, data inputs, and validation details. You can even provide a predefined drop-down. All these can help you to have sorted data input in your CRM.



User Roles for Security

As data keeps on pouring in from multiple sources and several users accessing the data, maintaining a clean CRM database becomes difficult. In such a scenario, restricting data access is one of the best practices to follow. It is important to define the roles of each CRM user within your agency. Now, you can control the access rights of your agents. You can modify the access as needed. The process is again very simple

In the settings section, admin/managers can slide the button of each module for agents to whom he/she wants to give access.

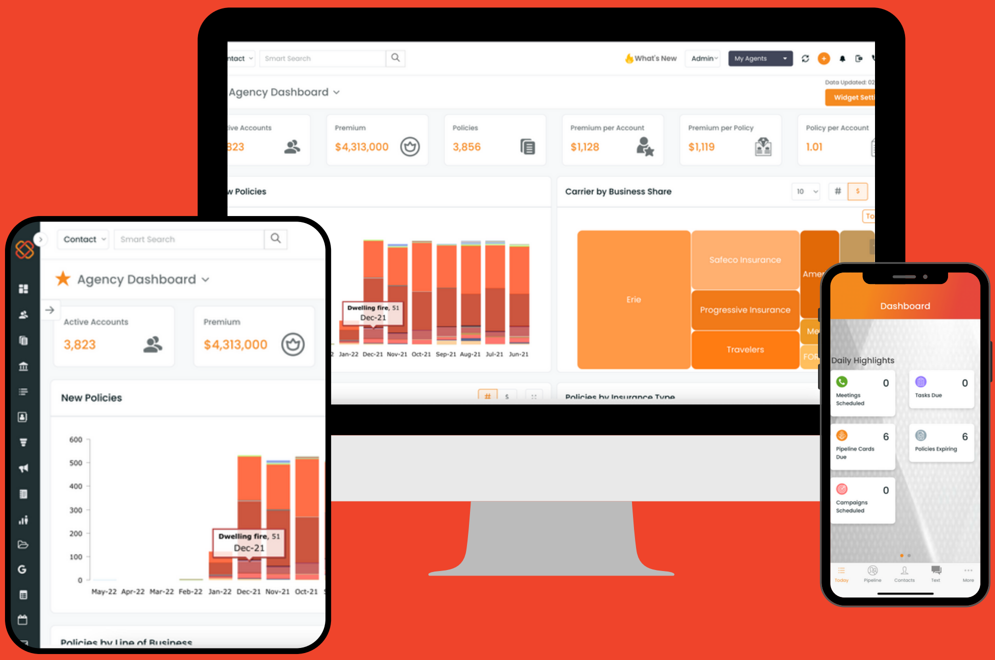


About InsuredMine

InsuredMine is an All-In-One CRM that helps insurance agencies to grow their business. InsuredMine is an add-on to any Agency Management System. We support agencies of all sizes with secure, and scalable sales, marketing, and customer relationship solutions.

What makes InsuredMine different from others?

- Our consolidated multiple sales & marketing tools help agents to increase revenue and reduce operating costs
- Our seamless integration with major Agency Management Systems and Marketing Tools
- Our unbeatable customer training & support
- Our flat pricing plans



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