

Financial Services Case Study



Hanson McClain

Industry: Financial Services

Location: Sacramento, California

Web: www.hansonmclain.com

Key Benefits

- ▶ Improved employee productivity
- ▶ Expanded role of Relationship Managers
- ▶ Tighter integration between Customer Service and Marketing
- ▶ Controlled extension of the system to Partners

Expert Advice, Personally Delivered Reputations are created every day and every minute.

Hanson McClain, founded in 1993, is an independent financial planning and investment firm based in Sacramento, California that prides itself on providing highly personalized, conflict-free advice to its clients. Founders Scott Hanson and Pat McClain tenured with a large financial services firm before launching their vision of an independent organization that would provide the style of professional, courteous service common over 50 years ago, when firms knew each client personally.

You can't build a reputation on what you are going to do. - Henry Ford

With a goal to reduce the conflict of interest prevalent in the marketplace, Scott and Pat built their firm around a set of core values that would guide employees throughout their daily decisions. To ensure client needs are front and center, their highly trained and certified Advisors are compensated through salary rather than commissions. Scott and Pat also set high standards for ethical, open and honest behavior, excellence in client service and involvement in their community. It was only natural that Hanson McClain would then look for the best technology available to help them deliver more personalized service for their customers.

It takes 20 years to build a reputation and five minutes to ruin it. - Warren Buffet

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Given that we would have spent at least the same amount of money to customize Microsoft Dynamics CRM to meet our initial needs, and that GaleForce functionality had already been tested in the marketplace, which meant less risk for us, and offered features we might need in the future, we went with the combined Microsoft Dynamics / GaleForce CRM for Wealth Management solution."

Barry Chapman, IT Manager, Hanson McClain

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*Barry Chapman
IT Manager, Hanson McClain*

Business Challenges

Hanson McClain had been using the Gold-Mine relationship management product for a few years, and were frustrated with its lack of flexibility, scalability and stability. Staff found it time consuming to update existing data, and the system did not support the Marketing Department’s need to manage their ongoing campaigns. Many employees were using spreadsheets to track their work, and needed a system that would allow them to manage their programs more effectively.

What’s more, it was difficult to add new features to the existing system, and integrate it with other technologies that could deliver greater value to both staff and customers.

Solution

In late 2007, Hanson McClain’s IT Department put together a cross functional team representing Financial Advisors, Marketing, Compliance and Front and Back Office IT groups, to strategize how they could leverage a more robust CRM system to improve the quality of their interaction with clients and deepen relationships.

Armed with an outline of four critical CRM system requirements, including the flexibility to integrate with existing Microsoft® applications such as Active Directory® and Exchange, and the need to customize the solution to address processes and workflow unique to Hanson McClain, the team began evaluating customer relationship management systems.

After looking at SugarCRM™, salesforce.com® and Microsoft Dynamics® CRM, the group selected Microsoft because it

offered the best opportunity to leverage Hanson McClain’s existing investment in other technologies, along with proven CRM functionality. Yet, in spite of its broad feature set, Microsoft Dynamics CRM did not fully address their specific financial services needs. The team further researched two other options—customizing Dynamics to match their requirements, and using a Microsoft Gold Certified Partner solution—GaleForce CRM for Wealth Management, that was fully integrated with Dynamics CRM and matched their needs well.

As part of the evaluation process, GaleForce Solutions participated in a series of walkthroughs with each group that would be using the CRM system, to review their needs and explain how the functionality could be used to address them, and the value each group would receive.

“GaleForce CRM closely matched the way we did business, plus gave us the flexibility to easily customize the solution for integration to front and back office systems, and more,” said Barry Chapman, IT Manager, Hanson McClain.

“GaleForce CRM actually offered more functionality than we needed at that point—features that were not on our customization scenario cost evaluation,” added Barry. “Given that we would have spent at least the same amount of money to customize Microsoft Dynamics CRM to meet our initial needs, and that GaleForce functionality had already been tested in the marketplace, which meant less risk for us, and offered features we might need in the future, we went with the combined Microsoft Dynamics CRM/ GaleForce CRM for Wealth Management solution.”

About GaleForce Solutions

GaleForce Solutions, a Microsoft Gold Certified Partner, has leveraged the core Microsoft Dynamics CRM infrastructure to create GaleForce CRM for Financial Services. Our purpose-built CRM application address Advisor, Customer Service and Management needs right out-of-the-box—like improving individual productivity, delivering highly individualized client service, and providing Managers with visibility into team member and activities and account status—all while addressing the complex regulatory environment of the financial services industry.

On-Premise or On-Demand: GaleForce Online CRM delivers the same significant benefits of the on-premise GaleForce CRM for Financial Services suite including robust security and compliance capabilities, enhanced team productivity and business automation, plus the added advantages of a low cost, intuitive CRM solution that can be deployed immediately to staff regardless of location.

Our CRM solutions are deployed worldwide through a network of IT business consulting, system integration and software reseller partners. GaleForce Solutions is a Microsoft Gold Certified Partner, Certified Business Solutions Partner, and Certified ISV Partner.

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An Experienced Team

Hanson McClain wanted to work with a local system integrator that had experience in financial services, Microsoft technologies and most importantly, GaleForce CRM implementation.

GaleForce CRM Solutions Analyst Mark Spikula introduced the Hanson McClain team to Allin Consulting, a Microsoft award-winning partner and GaleForce Solutions Partner, with a local team in Sacramento, California.

“Allin did a great job on the project, and we really enjoyed working with them,” commented Barry. “A key strength of theirs was being able to sit down with our team to clearly determine what our needs were, so that at the end of the day, we would be very happy with the solution. They put sufficient skin in the game, helping us through some implementation challenges, to be viewed as true partners in taking the CRM solution live.”

From Marketing to Company-Wide Use

Phase I saw roll out of GaleForce CRM to the Marketing team and a controlled extension to Hanson McClain business partners.

The Marketing group quickly learned how to use the solution, led by internally developed guides that outlined Hanson McClain’s standard business processes. Users report that the solution is working well, and that call management and call reporting functionality in particular are helping them manage their part of the business much more effectively than before.

An unexpected benefit of the solution was an expanded role for Hanson

McClain’s Relationship Managers, and tighter integration between them and the Marketing group. Under the old system, Marketing handled the first level of follow up on new opportunities. Using GaleForce CRM for Wealth Management, Marketing can assign follow up to the specific Relationship Manager best able to take the opportunity to the next level, and check on the status of the opportunity at any point in time.

The value of the CRM solution extends beyond Hanson McClain’s doors to its Partners. “The flexibility inherent in Microsoft CRM and GaleForce CRM allowed us to open the system in a controlled way to Partners,” stated Chapman. “Our team can make the initial calls and handle inbound requests, then easily pass the information on to Partners for follow up.”

Phase II, planned for implementation in Q109, will see GaleForce CRM for Wealth Management extended to all Hanson McClain employees, and planning for Phase III, which includes expansion to additional partners as well as more information dashboards and reports, is already underway.

About Allin

Allin Corporation is a Microsoft-focused solution provider that designs and develops enterprise-quality platforms and systems that provide the agility necessary to compete in today’s fast-paced business climate. Allin’s Technology Infrastructure, Collaborative Solutions, Interactive Media and Business Process practice areas focus on solving business problems encountered by emerging organizations, growing mid-sized companies and the Fortune 500. A proven track record, a solution approach that ensures success and a highly motivated and trained staff provide Allin’s customers with a dedicated local team that delivers on-time, on-target and on-budget solutions. For more information, visit www.allin.com