



Broker / Agent BENEFITS

Strategic Objective

Primebyte BA (Benefits Administration) addresses the business goals of

Broker / Agents - business growth, enhanced customer satisfaction and increased profitability

The Primebyte BA product is a fully-integrated, on-line solution designed to support the requirements of managing employee benefits.

Primebyte BA delivers application features that improve productivity, enhance customer service and optimize communications between all stakeholders.

Primebyte BA automates all aspects of benefits administration management: saving time, increasing accuracy and putting important decision information at your fingertips.

Broker / Agent FEATURE BENEFITS

“Broker Branded” Visibility

Associates you with exceptional value and service.

Task Management: To-Do's, Reminders, Follow-ups

Manages current activities, provides history for trending and activity recall and improves operational effectiveness.

Sales Call Tracking

Helps organize and categorize sales / pipeline processes, keeps track of client and personal contact data and provides a history of communications for managing sales activities.

Document Management

This powerful feature promotes broker communications, helps organize materials and provides a repository for employers to share information with employees.

Electronic Communications

Provides multiple methods of reaching targeted audiences: e-mail to promote and drive awareness; electronic messaging to address customer service issues; and applications to inform, gather data and feedback.

Unique tracking, metrics and confirmation capabilities isolate and pro-actively identify potential trends and/or issues.

Commissions Calculations

Forecasts and manages agent / agency distributions and provides mechanism to validate carrier and client payments.

Resulting BUSINESS BENEFITS

Increased Market Share for Broker / Agents

Primebyte BA's premium features (document management, electronic communications, universal on-line enrollment, information exchange portal, etc.) and the ability to extend them to other stakeholders, creates a competitive advantage for broker / agents.

Current and future clients receive enhanced customer service, communications capabilities and world-class support resulting in business growth and increased profitability.

Increased Productivity and Reduced Operating Costs

Primebyte BA's design makes data readily available and reusable while system validity checks eliminate errors that can lead to incorrect quotes and/or lost business.

Primebyte BA's user-friendly, self-service features (on-line enrollment, electronic messaging, etc.) initiate, track, monitor and present activities in their most efficient manner, resulting in reduced costs and/or reassignment opportunities.

Solution Migration Path

Broker / agents can offer clients other Primebyte compatible solutions for Recruitment and Applicant Tracking (e-RAT) and an enterprise-wide Human Resource Information system (HR) that are easy to implement and address critical business functions.