

eBusiness Success

Industry: Insurance
Company: Clarica Insurance Company - U.S.



Sundog Connects Clarica

Company Profile

Clarica is a Fargo-based life insurance leader with more than 70 years of experience. It serves over 225,000 policyholders in 48 states and the District of Columbia. The company's more than 6,000 active independent agents and 70 independent marketing companies are spread out geographically.

Challenge

Clarica was unable to efficiently distribute its company and policy information to clients and employees.

eBusiness Solutions

Sundog conducted a series of interviews with key Clarica stakeholders, then devised an e-business plan with processes and procedures for managing and distributing information. The plan included faster and more user-friendly websites, an extranet and content tools.

Results

- Clarica controls all critical information.
- Electronic data management and distribution processes are improved dramatically.
- Clients, agents and employees can quickly and easily find and download information.
- The entire sales process is streamlined and strengthened.
- Client satisfaction is improved.

To begin writing your own Sundog eBusiness success story, contact DC Lucas at 701-271-1721 or dc@sundog.net.