



National Accounts,
UnitedHealthcare
Hartford, CT
www.uhcnational.com

Industry:

Healthcare

Annual Revenue:

US\$40 billion

Employees:

32,000

Oracle Products & Services:

Oracle CRM On Demand

Oracle Partner:

CRMIT
www.crmmit.com

“With Oracle CRM on Demand, we are bringing new levels of insight, effectiveness, and productivity to our national accounts sales process. As important in this time of change in the health insurance sector, we have been able to cut our CRM-related IT overhead costs by one-third while gaining new scalability and flexibility with a hosted solution.” – James Lane, Vice President, National Accounts Sales Reporting and CRM Solutions, UnitedHealthcare Division, UnitedHealth Group, Inc.

National Accounts, a UnitedHealthcare Division, Improves National Account Sales Operations

National Accounts, a Division of UnitedHealthcare (UHC) is a leading healthcare insurance company in the United States that meets the often complex needs of large, multilocation employers. Since its inception, the company and its affiliates have introduced innovations that make healthcare services more accessible and affordable for customers; improve the quality and coordination of healthcare services; and help patients and their physicians to make more informed decisions.

Challenges

- Improve the efficiency and effectiveness of the company’s national accounts sales cycle—a process that averages 14 months and can involve numerous parties associated with the sale, purchase, and administration of healthcare plans
- Create an intuitive, user-friendly customer relationship management (CRM) environment that would improve productivity, as well as insight into the sales process
- Support operational efficiency goals by driving down IT overhead and management costs, while ensuring a highly available CRM environment

Solution

- Migrated to Oracle CRM On Demand to gain a flexible, agile hosted solution—enabling the organization to quickly and cost-effectively configure and expand the environment to include new applications and features, as needed—a critical capability for the healthcare industry in this time of transition
- Leveraged the technical expertise of Oracle Partner CRMIT, for design, development and deployment
- Improved sales team productivity, enabling users to complete tasks with fewer keystrokes than in the legacy system.
- Expanded the amount and type of information that users can report
- Reduced by one-third the overhead costs required to support the company’s CRM environment by adopting a hosted model
- Minimized ad hoc interruptions by deploying a hosted application that is highly available