

Success Story

Structured Investment Products South Africa

Salesforce enhances business development activities



SIP Nordic opened offices in South Africa in January 2020. SIP Nordic SA specialises in offering structured products and solutions to financial advisors in South Africa. SIP Nordic SA is a South African, privately-owned financial services company. The South African business originates from SIP Nordic, a Swedish privately-owned licensed securities company founded in 2006. SIP Nordic has a presence within the Nordic countries, Europe and now South Africa. In collaboration with BNP Paribas, SIP Nordic SA provides a carefully selected range of innovative products that can meet investors' capital growth and income needs, as well as provide protection from market falls.

Company Facts

Overview

- X Location: Claremont, Eastern Cape, South Africa
- X Industry: Insurance

Success Highlights

Challenges

- X Automating and optimising Sales processing
- X Central and clean financial advisor database
- X Unifying a decentralised Sales team

Solution

- X Salesforce – Sales Cloud

Benefits

- X Better activity management
- X Enhanced Financial Advisor support
- X Creation, release, and effective tracking of email campaigns
- X At-a-glance dashboards and insights

Challenging business environment

“As a new financial services company, it is critical for us to have thorough knowledge of our accounts and contacts,” states Peter Steele, Managing Director of SIP Nordic SA. SIP Nordic SA has a network of approximately 1500 Financial Advisors for whom details were being managed via Excel. “With the inaccuracy of data, as well as the administration overhead of working manually, having a central CRM system was of the utmost importance to us,” continues Steele.

Creating mail campaigns for the launch of new products from SIP Nordic SA to their list of Financial Advisors was an exceptionally labour and resource intensive task, with increased risk of errors through manual actions and interventions. Receiving, tracking, and managing feedback from interested Financial Advisors was left to the individual administration and management capability of each of the Business Development Managers (BDMs).

Making decisions for growth and transformation

SIP Nordic SA knew that a CRM system was the most effective way to digitally transform the business to propel business growth in the South African market. The only decision left to make was which solution would be the best fit for the business.

“Having personally worked with Salesforce, as well as having reviewed other leading solutions, I knew that Salesforce would be the right fit for SIP Nordic SA to achieve our CRM goals,” states Steele.

Implementation and Solution

“From the first meeting, it was clear that SIP Nordic SA knew exactly what they wanted from a Salesforce solution but, more importantly, they knew exactly why they wanted it from Salesforce” notes Adeline Cruywagen, Operations Manager at New Era Solutions (NES).

“At NES, we knew that our Quick Start Salesforce Deployment, with minimal changes for SIP Nordic SA’s specific requirements, would achieve their end goals seamlessly and effortlessly,” continues Cruywagen.

NES’ Quick Start approach on Salesforce allows for an exceptionally quick implementation time without sacrificing quality, all while still utilising industry-best practices that we have accumulated over 20 years of experience.

Through the implementation of Salesforce Sales Cloud, SIP Nordic SA is now in a position where BDM productivity has dramatically increased through the ease of record keeping, tracking of appointments, conducting follow-ups, and recording the outcomes of all discussions and meetings held.

“We are much better equipped to track broker and business performance, provide higher quality evaluation on leads and track sales opportunities through the Sales and Performance Dashboards deployed with the help of Salesforce,” states Steele.

Email and marketing campaigns for the launch of new products, as well as the related leads generated from these campaigns, can now be centrally managed, tracked and undergo regular follow ups.

About New Era Solutions

Founded in 1999, NES began with a core focus on ERP (Enterprise Resource Planning) implementations in the Financial Services and Distribution sectors. Our customer base has broadened significantly and, today, most of our customers fall into the Distribution, Manufacturing, Retail and Service-Based sectors.

At NES, our sole purpose is to improve the lives of our customers by transforming software into innovative solutions that provide businesses with total control and a firm foundation for growth. We believe in building long-term relationships with our customers, inspiring trust, fostering open communication, and giving our customers the assurance that we will continue to add real, tangible value to their businesses.

Partnering for growth

“Working with NES during this deployment has been a positive, engaging and pleasant experience,” states Steele. “We are impressed that all set timelines have been adhered to. We receive great, friendly client service and the turn-around times have continued to be quite swift.”

“Working with an engaged, interested and delivery-focused customer team, as was the case with SIP Nordic SA, is always a great benefit for us as implementation partners. The SIP Nordic SA team’s commitment, alongside NES’ delivery approach, allowed us to complete this project in two weeks – from kick off to sign off,” states Cruywagen.

What will the future hold?

SIP Nordic SA is of the strongest conviction that Salesforce will enable all their stakeholders to operate and communicate more efficiently, as well as equip them with more detailed information about their accounts and contacts.

“We anticipate that Salesforce will simplify our daily interaction with Financial Advisors based on our at-a-glance dashboards which provide pertinent information on matters such as broker performance and support, as well as business tracking. Through inspection of these dashboards, we can see where any issues can be improved and measure both the successes and losses more accurately,” concludes Steele.

NES fully understands the needs of our customers and drives full-lifecycle implementations of complete business solutions for medium and large businesses in this space. We deal with a variety of customers across South Africa, the United Kingdom and North America.

NES specialises in integrated and customisable IT solutions, partnering with global specialists in ERP, Customer Relationship Management (CRM) and Mobility. We offer a single-source solution that has established a strong network of connections and allows customers to benefit from one seamless working relationship.

About Salesforce

Globally, Salesforce is the leading CRM platform in the market, and is a cloud-based solution that can scale up from one user to thousands of users. It also covers all aspects of customer interaction, from marketing to sales and service.

Sales Cloud is the most widely used of the Sales Tools and Sales Automation Software, speeding up and streamlining all phases of sales from Lead Management to Analytics and Forecasting. Thanks to Sales Force Automation (SFA) from Salesforce, more than 100,000 clients and two million subscribers worldwide can manage people and processes more effectively. It also allows clients to pursue more business in less time and close more deals.

Salesforce aims to transform your customers' experience using intelligent service conversations. From the contact centre to self-service communities, as well as social media and beyond, Salesforce strives to make your agents smarter and your customers happier by connecting them on one service platform. Salesforce works with companies across every industry and company size. Their customers are redefining success reporting, and, on average, there is a 35% increase in customer satisfaction. Ultimately, Salesforce has proven to be an immensely valuable asset to NES, and our valued customers.