

## **Case Study: K&S Group, Inc.**

### **Client**

K&S Group, a \$2 billion company, markets insurance products under 15 specialized insurance agencies within Texas catering to Construction and Oil and Gas industry.

### **Challenge**

To compete and win in today's competitive economy, insurance agencies have to move data swiftly across networks of insurance agents. To help sales representatives manage customer relationship, updated information about insurance products, and promotional material, K&S Group wanted an application that provided on-demand real-time information to every sales person in distributed office environments in 15 offices. To accomplish this K&S Group realized that a sophisticated self-help sales-support system, capable of disseminating data over the internet using a customized document management system.

### **Solution**

The solution was K&S Group Self-Help Sales Support System (S4), a proprietary online document management application. Developed by ISHIR, S4 not only accomplished the real-time information requirement, but also saved costs by replacing the global paper mailing of thousands of product updates and reports each week. The system provides sales people with requisite insurance product information from 50 insurance sources, and reporting information. With any internet capable computer, a sales person is able to collaborate with internal contacts, tap an insurance product encyclopedia (including complex promotional pricing), access promotional material, encyclopedia (including complex promotional pricing), access promotional material, and critical pricing data without any support delays. Intuitive graphical user interface streamlines navigation and provides a drill-down capability for accessing the right level of information.

### **Results**

K&S Group has seen its sales force become more efficient and effective, especially in accessing updated information. The sales force shows higher morale and greater productivity as a result of improved accuracy and the variety of tools and options that enhance their product knowledge and improve their productivity. More than \$2 billion in sales flow through the system each year, making the S4 one of the most mission critical systems at K&S Group.

### **Technology**

The solution was developed on Microsoft .NET Framework with ASP.NET, VB.NET, XML, and was built on Windows Server and using Microsoft SQL Server as a database.