



## Detroit Regional Chamber Individual Enrollment

The Detroit Regional Chamber has developed a set of web-based tools to assist in the marketing and sales activities for the BCBSM individual product. These tools allow customers to electronically submit applications to BCBSM and fully integrate with BCBSM's new web enrollment platform.

---

### **Advantages of the Detroit Regional Chamber's online enrollment tool:**

- ❑ The enrollment tool is customized with an embedded agent ID, managing agent/general agent ID, and sponsor ID so proper credit is always given.
- ❑ The Detroit Regional Chamber tool can be e-mailed to prospective customers, added to websites and even integrated into third-party lead programs to provide instant point of sale support.
- ❑ There is no limit to the number of sites that can be created, and all sites tie back to the unified reporting tool providing real-time production reports.
- ❑ Unlike the standard BCBSM enrollment tool, users are not required to create unique customer sign-ins for every application they submit. This feature simplifies and expedites the enrollment process.
- ❑ The application is sent directly to BCBSM electronically, so applications are processed quickly, enabling ID cards to be ordered sooner and bills generated faster. All this translates into faster sales turn-around and accelerated commissions.

### **Detroit Regional Chamber online reporting tool:**

- ❑ Information processed through the tool is automatically captured and available in real-time through an integrated reporting tool. This reporting tool enables agents to view all their application data.
- ❑ The reporting tool allows managing agents/general agents to sort their book of business by producer. Built-in exporting functions make it easy to download data into an agencies in-house CRM application.
- ❑ In the event a user runs into issues with an application, such as the submission of an incorrect effective date or plan selection, the Detroit Regional Chamber sales support team is available to help.