



## ENGAGED SALES SUPPORT TEAMS

- **Client:** A regional dental plan provider
- **Opportunity:** Streamline New Business and Renewal processes and redesign team structure to drive optimum performance and collaboration between a Sales Support team and an Administrative team
- **Approach:**
  - Combined tasks to reduce handoffs
  - Designed and deployed a workflow system and database
  - Displayed visual measures on white-boards
  - Reorganized into process-focused cross-functional teams
- **Results:**
  - Removed barriers to collaboration by combining support team members from three departments into one team
  - Cleared work backlogs to operate on 2-day turn-around
  - Process streamlining and team performance improvements improved labor capacity by 12%