SEQUERRA
BUSINESS SYSTEMS

*Business*Logica

"A flexible and secure cloud-based Business Management System that provides powerful automation capabilities and greater level of visibility across an entire business operation."

Why BusinessLogica?

BusinessLogica is technologically advanced, flexible and secure cloud-based business management system which provides powerful automation capabilities and greater level of visibility across back-end operations of Insurance Schemes, Medical Schemes and Brokerages.

BusinessLogica is operating through a digital platform which enables customers to automate "end-to-end work flow" - from offering various product options to administration and support.

BusinessLogica offers a single, open application with integrated capabilities that efficiently combines capabilities of CRM software and marketing automation with powerful back-end office features such as:

- Lead Collection, Leads Distribution and Leads Processing Systems
- Full overview and real-time reporting of Agents/Consultants performance and their KPI's
- 24/7/365 reporting of business performance
- Automation of Policy Underwriting
- Comparison with competitor's schemes benefits
- Key Account Management System
- Score Card Management System
- Document Management System

Your Brand. Your Business. Powered by SEQUERRA.

Enable your business to:

- Manage all lines of business in a single application to provide greater visibility for better customer servicing and quicker identification of cross-sell and upsell opportunities.
- Standardize and automate workflows to increase data consistency for more accurate reporting and operational time savings.
- Have centralized view, monitoring and reporting for optimal business performance management against company's score card and measures.
- Optimise internal processes and response time.
- Monitor, control and improve consultants and key account managers performance.

www.sequerra.co.za

Core Capabilities

Customer Relationship Management

BusinessLogica allows you to view, categorize and extract customer data for marketing and sales campaigns, newsletters and customer data updates campaigns.

System has integrated bulk email and SMS capabilities, with detailed filtering of customer data.

You can monitor, track and forecast new business opportunities and renewals directly within the application, eliminating the need to invest time and expense in separate solutions.

Agents/Consultants Management

BusinessLogica provides real-time overview and reporting of staff current and previous performance, as well as access to their KPI's. This enables management to take immediate corrective actions and prevent loss of business.

Lead Management System

BusinessLogica enables seamless collection, allocation and processing of leads through integrated:

- Leads Collection Module
- Leads Distributions Module and
- Leads Processing Module

The integrated applications enable you to provide greater advice and coverage for a customer's complete insurance needs.

Medical Schemes Comparison and Automated Underwriting

Managing both business processes in a single application eliminates the time and cost spent managing and training staff on two separate systems, enabling a single view of your business operation.

Key Account Management System

BusinessLogica provides greater business process management capabilities and pre-built workflows through integrated Key Account Management system, enabling additional controls and enhanced operational efficiencies.

Score Card Management System

BusinessLogica provides detailed insight into your business performance through integrated Score Card Management System, which can be adapted to your exact specification.

Call Centre Integration

BusinessLogica provides interface with various Call Centre management software via API or Internet service, so there is no need to change you existing Call Centre system.

SEQUERRA Business Systems is member of Kaitech Technology Group and one of the leading digital solutions companies in South Africa, with over 20 years of experience.

We empower Insurance Schemes, Healthcare Brokerages and Medical Aid Schemes to digitally transform their business.

We take pride in being independently owned and answerable to clients that rely on our systems to power their businesses. While formed over 20 years ago, we still continue to evolve as a cutting-edge digital systems provider.

SEQUERRA Business Systems provides 100% South African business solutions for South African businesses.

SEQUERRA Business Systems is BBEEE **1** Level contribution company.

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