



 arganoKeste

**Success
Story**

www.keste.com



Customer Overview

Client: BenefitMall

Industry: Financial Services

Company Size: Mid-market

Product Leveraged

Salesforce Community Cloud

Integrations

Live Agent Chat

Telephony Integration

Key Differentiator

ArganoKeste has a history of excellence implementing partner communities as self-service solutions to drive revenue.

“Keste’s expertise helped us create a way to show our customers we combine our service with technology, far surpassing our competitors.”

Project Manager
BenefitMall

Challenge

Broker services platform for employee benefits and insurance plans had success hinged on the efficiency of their services. But, their outdated partner network left insurance brokers frustrated and looking to other options. Key challenges included:

- Legacy portal had limited capabilities and couldn’t provide all the tools brokers needed to close deals
- Outdated systems required steep costs to remain operational
- Manual processes were time consuming
- Poor platform experience led to overwhelmed support call centers

Solution

ArganoKeste implemented a modern, connected partner community that enabled brokers to sell more, faster:

- Self-service portal enables brokers to retrieve accurate pricing, plan updates, and discounts instantly
- Automated guided phone solutions and omnichannel live chat support relieve support centers of slow, manual processes
- Real-time customer dashboards provide agents with information-at-hand to serve customers quickly and provide a better customer experience
- Improved reporting capabilities provide full visibility into customer accounts and sales lifecycles enabling better decision making