

FOR IMMEDIATE RELEASE

## **Blue Cross and Blue Shield of Vermont integrates Dynamics CRM with VUE Compensation Management**

Coconut Creek, Florida, 04/14/2009 — Computer Solutions and Software International, Inc. (CSSI) today announced that BlueCross and BlueShield of Vermont (BCBSVT) has partnered with CSSI to integrate Microsoft® Dynamics CRM with the VUE Compensation Management solution already in use at BCBSVT. Vermont's largest single health carrier and one of only three carriers operating in Vermont, BCBSVT will use this integration to systematically streamline their sales, service and marketing activities and expand their quality health services.

"We are well-positioned to take our customer service strategy to the next level" said Dennis Cahill, Director, Sales and Service at BCBSVT. "CRM brings the flexibility to marketing, sales and service providing management a quick access on productivity of the teams. We can instantly synchronize information between sales and marketing teams, which greatly enhances our follow up time, both with the customers and with commission calculations. With this integration, we look forward to repeating the success we had with implementing the VUE Compensation Management solution."

With this integration of VUE Software and Dynamics CRM, BCBSVT will replace its old CRM system, which did not enable powerful enough report generation and tracking of prospective customers. This integration introduces a systematic work flow process to sales, service, and marketing activities. Even multiple agents can work with the same customer without any commission hassles. Managing customer data and following up with renewals is simpler for agents and ensures a better customer experience.

"We are happy to continue our long-standing relationship with BCBSVT", said Abhinav Dave, Executive Vice President at CSSI. "Integrating CRM functionality with VUE Compensation Management opens new possibilities to carriers. BCBSVT can now leverage this integration to monitor producer performance and improve customer service objectives with the most time-effective, cost-efficient, and overall simplest process."

The integration interface periodically updates data to maintain current information in both applications. This accelerates the processes of managing new sales, changing customer and broker information, and policy renewal.

With each policy expiring annually, sales teams are better equipped to notify customers about policy renewal, along with information on new policies and services delivering customers that are better engaged through these timely responses.

### **About Blue Cross and Blue Shield of Vermont**


BlueCross and BlueShield of Vermont is the state's oldest and largest private health insurer, providing coverage for about 180,000 Vermonters. It employs over 350 Vermonters at its headquarters in Berlin and its full-service field office in Williston, and has offered group and individual health plans to Vermonters for more than 60 years. BlueCross and BlueShield of Vermont is an independent licensee of the BlueCross BlueShield Association, an association of independent BlueCross BlueShield Plans. For more information about BlueCross and BlueShield of Vermont, please visit [www.bcbsvt.com](http://www.bcbsvt.com).

### **About Microsoft® Dynamics CRM**

Microsoft Dynamics CRM has transformed the way many companies secure and retain their most valuable asset: loyal, satisfied customers. From global enterprise to small business, companies are quick to capitalize on the familiar and flexible functionality offered by the only CRM solution that works inside Microsoft Office Outlook.

### **About CSSI and VUE Software®**

VUE Software® is the product division of Computer Solutions and Software International (CSSI) dedicated to providing industry-specific business technology solutions to companies in the insurance, healthcare, and construction verticals. Because they



are tailored to the needs of these particular industries, our solutions are different from one-size-fits-all performance management and compensation suites such as enterprise incentive management (EIM) and sales performance management (SPM) solutions. VUE Software's solutions allow companies to manage strategic incentive plans, automate producer administration and organize complex data and contractor policies, resulting in greater administrative efficiency and improved sales performance. For more information about VUE Software, please call 1.877.4.VUESOFT or visit [www.vuesoftware.com](http://www.vuesoftware.com).

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