



# Payer Sales Central

Payer Central Sales provides one place for Sales Specialists, Underwriters, Product Managers, and Brokers to collaborate on opportunities from lead generation through to plan enrollment. It empowers teams to deliver a fast, seamless, and tailored client experience, while creating efficiencies and insights that free up capacity and enable process improvement.

## FEATURES

### Automated sales initiation & product recommendations

Deloitte's DocuEdge asset processes and extracts key information from customer documentation, eliminating the need for manual data entry. DocuEdge is capable of processing multiple document formats and greatly shortens the quoting process.

The Einstein AI-driven Product Recommendation Engine provides customer-specific product recommendations to Brokers and Sales

### Product Comparison & selection

Easy-to-use product comparison allows Brokers and Sales to compare products, including specific attributes when drafting a quote, and the product selection UI incorporates an online retail experience for simple quote creation.

### Product Modification

Product modification and approval processes allow users to easily update coverage and attributes to tailor products to the customer needs and efficiently manage approvals from Product Managers via augmented Velocity capabilities.

### Digital Underwriting

Digital Underwriting provides a centralized hub for Underwriters to review quotes, modify rate factors, generate real-time product rating accounting for historical Claim information, and coordinate manager approval when required.

### Broker Central

Broker Central provides a one-stop shop for Brokers to view their entire book of business and track their sales from Lead to Member Enrollment.

### Implementation management & Member enrolment

The Case Manager Portal equips Case Managers with relevant data to efficiently complete and track case implementation. The customizable Member Open Enrollment portal provides employees a single portal that seamlessly integrates into their existing platform(s) to access benefits information and complete enrolment

## BENEFITS



Faster and more efficient interactions between team members that typically use different systems



End to end integration through to plan enrollment creates seamless customer experience



Automation removes need for manual data entry and reduced risk of human error



Simple User interface enables more effective interactions with brokers and buyers



Centralized workflow and decision tracking gives key players visibility into opportunity progression

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