



We established a relationship with Knovada with the objective to implement a fully integrated CRM tool that will allow us to self configure system features. We chose the Knovada solution for their software flexibility, simple integration, user configurations, web-based architecture and rapid implementation.

Our existing CRM tool was very expensive to support our business requirements and, since the existing system was not integrated, the implementation of the integrated Knovada solution was a logical choice. The cost was competitive to keep in-year expenses under control and the implementation took only six months to build and transition our data. Testing was done throughout this period and provided for quick buy-in from our critical staff members.

Based upon the success of this project, we selected Knovada for additional projects. We chose to implement a year-end compensation tool for our staff of over 6000 employees to gather ratings and compensation recommendations from our national management staff; all with real-time reporting and analytics. We also implemented a much needed account management tool to handle the many account changes which occur during each measurement period. This also handles the changes required for our terminations and new hires to ensure full account coverage.

Knovada was very timely and responsive in meeting our system requirements which allowed us to meet our internal project deadlines. Our relationship with Knovada has created the framework to expand our software capabilities while centralizing and integrating all the tools available with the Knovada solution.

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