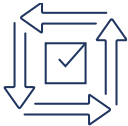# Member Forward™ CRM App

Manage: sales, coverage change & renewals process from the CRM

Track: quotes, enrollments, communications, claims, service cases, family structures, subsidies, utilization, metrics & benchmarks

Act: Make analytics actionable! Build outreach lists for automated communication, **put a complete view of the member at the fingertips of your service team**, easily report on & analyze payer-specific data

Integrate: with your core administration systems to extend capabilities for tracking & managing communications & critical interactions (uses standard CRM integration web services)

Customize: Easily customize & extend to meet unique needs of your organization – use our dashboards & forms or design your own, drag & drop modification

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