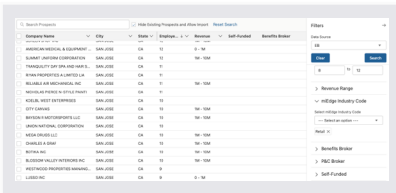# Zywave for Salesforce

The most robust, end-to-end insurance agency platform paired with the global CRM leader.

Leverage the strength of two industry leaders teaming to create more efficient, strategic workflows powered by data and content to deliver a seamless client experience.


Power Data-Driven Prospecting

Growth is critical for the success of an insurance agency, but new business development remains a challenge. miEdge for Salesforce aggregates and analyzes thousands of data points from dozens of data sources to create a complete, comprehensive insurance profile for millions of organizations. Instantly identify more targeted leads to fuel growth for your business all within Salesforce.
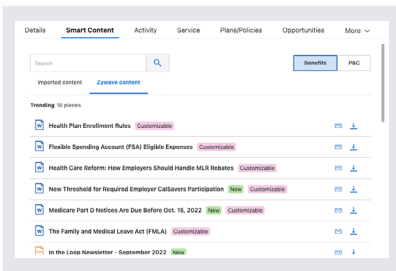

Engage with Content

Finding relevant, accurate and engaging content to help educate your clients and prospects can be a drain on agencies. Stop wasting time searching for the resources you need in multiple places. Instead, integrate the industry-leading content library into Salesforce to create your single source of truth. Upload all the resources your team needs in one searchable, easy-to-organize system.
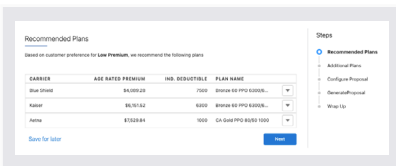
Automate Quoting & Proposals

Connecting into multiple carrier portals to create and submit information for accurate quotes is time consuming and is often plagued by data errors or data re-entry. By powering your quoting and proposal workflow with the Group Benefits Quoting API you can take advantage of the industry's largest carrier-direct network and growing library of medical ACA, medical level-funded, dental, and vision plans.
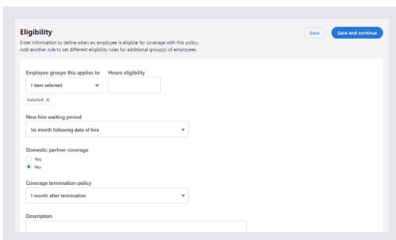
Manage the Policy Lifecycle

Using Salesforce with your organization is a powerful tool that enables you to connect many different departments, workflows and processes. With Zywave, you can add policy management and fully automate your policy workflows directly in Salesforce. Given immediate access to your data, you are able to become a more efficient and effective agency.

For more information about Zywave for Salesforce, visit zywave.com/salesforce