# Financial Services client – Case Summary

# Broker channel development for financial services company



## Solution objective

- Deeper insight into the broker channel's needs, priorities, service requirements & gaps
- Strengthen broker sales relationships, more strategically and effectively invest to strengthen broker service delivery

## **Target audience**

• Brokers for the client's insurance offerings

# Deployment strategy

- · Accessible via URL emailed to individual brokers
- Outbound e-mails to client's broker contact list

# Analytics

- Broker analytics dashboard including: preference analytics, segmentation, satisfaction scores, competitive benchmarking, etc.
- Data summaries and broker-specific drill-downs

# Results / impact

- Client defined a preference / value-based segmentation for its brokers
- Identified 'value gaps' areas of high value to brokers where the client was currently under-investing
- Client defined and prioritized a targeted set of strategic investments to support its most valuable broker segments. Reduced investment in areas that were less valued / yielding lower returns.

# Illustrative screen shots





from Part 1 will be highlig	hlod as a reminder.					
	< Las	er: tector	Most >	Needs asses	sment / 'pre-placement' analysis	
	Broking firm capabilities		111 1	Your Ch Less Importe	noices from Part 1: N Most important	
	Relationship nanagement	18		9	vs 🖉	
	-placement / analysis		1	Current mark	et Quick and efficient process	
	ce purchase rwal process			1 Your Ra	ling for this Attribute	
Post-place			SOME	EWHAT IMPORTANT		
Thank you for sha Below are some personalise preferences and how they a	ed perspectives inclu			es your		
Below are some personalis preferences and how they What you said was valua	ed perspectives inclu compare to others.			es your	Your Preferen	nce Pr
Below are some personalis preferences and how they What you said was valual Broking firm capa You expect your bri	sed perspectives incl. compare to others. ble to you: ibilities cking firm to have a bro	uding a char ad geograph	t that summaris	-	Your Preference	s = 01
Below are some personalis preferences and how they what you said was valual Broking firm capa You expect your br tirm's risk manager	bed perspectives inclu compare to others.	uding a char ad geograph ated requiren	t that summaris	-		s = 0
What you said was valua What you said was valua Broking tim capa You expect your br tim's risk manage You expect your br You expect your br	ble to you: ble to you: blittles cking firm to have a bro- ment and insurance-rela- colicy related administ colicy related administ	ad geograph and geograph sted requirem ration y to day supp	t that summaris ic network that ca sents.	n cover all your	Your Preference Broking firm capabiliti	s = 0 15
What you said was valua What you said was valua Broking tim capa You expect your br tim's risk manage You expect your br You expect your br	ble to you: bilities compare to others. bilities coling firm to have a bro- ment and insurance-rela- colicy related administ	ad geograph and geograph sted requirem ration y to day supp	t that summaris ic network that ca sents.	n cover all your	Your Preference	s =0 IS
Below are some personals preferences and how they what you said was value Broking tim capa You expect your the tim's risk manager You expect your the You expect your the You expect your the Social Control of the Net	ble to you: ble to you: blittles cking firm to have a bro- ment and insurance-rela- colicy related administ colicy related administ	ading a char ad geograph sted requiren ration y to day supp o documents	t that summaris ic network that ca sents. soot as required ch etc.	n cover all your recking details,	Your Preference Broking firm capability Post-placement policy	s = 01

# ٠

# **TrueChoice Predictive Selling<sup>SM</sup>**

Real-time customer insights with instant sales impact

## What is TrueChoice?

- Customized Software-as-a-Service that enables 'Predictive Selling'.
- Best practice technology measures 'how' individual customers make decisions, understand needs and buyer values, willingness-to-pay and purchase drivers.
- Powerful analytics and decision support in real-time.
- Everybody wins: Customer, Sales and Company.
- De-risks decisions through reliable, actionable insights for account management, sales optimization, solution selling, product strategy and pricing.
- Based on 460+ patented algorithms, fully customized.

#### Better customer experience

- Easy-to-use, fast, educational, personalized
- Email, website, mobile, sales rep, call center, etc.

### Scalable sales optimization

- Lead generation; more and higher quality leads
- Account optimization, lead prioritization, 1:1 insights

### Actionable customer insights

- Real-time insights via 120 metrics
- Strategy, sales, pricing, supply chain, segmentation, etc.

# Track-record: Measurable ROI

	Increase in revenue per customer	+ 27.3%
	Increased conversion rate	+ 104.5%
	Revenue from existing accounts	+ 18.2%
11	Decrease in selling expenses	- 21.8%
	Cost savings from research	3 to 5x
	Cost per lead	- 61.5%

## Better customer experience in B2B and B2C

#### "Adds real value, is educational & helps me make better decisions."



- 87-93% completion rate (without incentive)
- Personalized experience, optimized individual content and • recommendations, "at my pace"
- 89% feel that tool builds "trusted advisor" relationship







