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

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.

Track-record: Measurable ROI

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

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
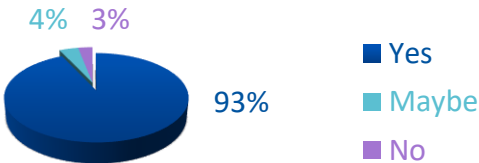- Strategy, sales, pricing, supply chain, segmentation, etc.

Better customer experience in B2B and B2C

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

4% 3%

93%

- Yes
- Maybe
- No

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