



Deep-Insight

customer retention | employee performance



Building Better Relationships with your Brokers and Intermediaries

Relationship = Trust + Commitment

In insurance and wealth management, a significant proportion of business is generated through a network of independent brokers, agents and consultants. Indeed, some insurers sell only through intermediaries and third parties. Which is why industry executives will often tell you: *"this is a distribution business."*

So how do you persuade brokers and agents to distribute more of YOUR products, rather than those of your competitors?

The answer is to build better relationships with them – to step in their shoes, understand their specific issues, and help solve their problems.

You possibly carry out a customer satisfaction survey of your brokers already. But customer satisfaction is not enough. Our research shows that **Trust** and **Commitment** are much greater drivers of long-term relationships – and profitable business. We also know that most organizations have no formal means of regularly measuring trust and commitment.

Assessing Broker Relationships

So what is the level of trust and commitment among your brokers, agents and consultants? Do you know which brokers will generate more business for you this year?

That's where Deep-Insight plays a key role.

Using our Deep-Customer-Insight™ tools, we go to the heart of the matter by measuring the levels of trust and commitment within your broker community. At Deep-Insight, we call this Customer Relationship Quality (CRQ)™.

We will tell you which of your brokers are Ambassadors (as the name suggests, these are the most loyal and committed); and how many Stalkers and Opponents you have.

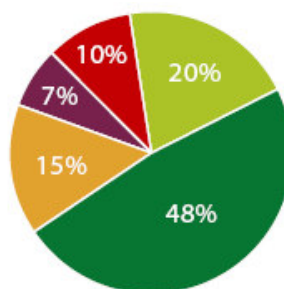
We will identify the brokers that will deliver more business for you, as well as helping you understand the issues that are preventing others from putting more business your way.

"We now have a wealth of information which has given us a very clear idea of what we're good at and, more important, where we need to improve."

Director of Sales and Marketing,
UK pensions firm

"The depth of analysis is what makes Deep-Insight different."

Director
Major international bank



Executive Briefing



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Building Better Relationships with your Brokers and Intermediaries (cont.)

A Typical Broker Assessment

One of our UK clients is typical of many in the pensions business – 75% of its revenues are generated through financial advisors and intermediaries. Deep-Insight carried out an analysis of the depth of relationships between our client and 250 of its financial advisors. The results provided an invaluable insight into the quality of those relationships:

- 37% of advisers were “Ambassadors” who considered they had a “unique” relationship with our client, and who were likely to recommend it to others.
- A further 53% were classified as “Rationals” who rated the relationship positively but who could potentially be influenced away.
- Our client was also perceived as a “strong follower” rather than a “leading edge” company.
- The feedback also indicated that our client had to find new ways of raising its profile in the marketplace.
- Another important insight was the need to develop web-based services to provide online valuations, illustrations and technical support for the advisors.
- Our client also received very specific suggestions about how they should improve certain aspects of their documentation and processes.

The Deep-Insight results allowed our client to step into the shoes of its key financial advisors, understand their business and their issues, and develop stronger, more profitable, relationships with its broker community.

These companies use Deep-Insight to assess broker, or intermediary relationships:



CAPITA



Hitachi Capital

Willis

SUFFOLKLIFE

About Deep-Insight

Founded in 2000, Deep-Insight is a global leader in the measurement of business relationships.

Deep-Insight works with some of the world's leading organisations to improve customer retention and increase employee performance.

Deep-Insight has offices in London, Amsterdam, Dublin, Stockholm and Sydney.