

# Revolutionising business decision-making with accessible, actionable data

## *Insurance data excess*

Alico had a mountain of customer and business data that they were struggling to make best use of. They wanted a simple mechanism that provided senior management with an at-a-glance view of how different regional business operations were performing against key metrics.

We worked with the Alico team to identify a target region as an initial pilot, to test if appropriate data required for the dashboard already existed and any potential issues with supplying information on an ongoing, rolling basis.

## *Identifying required KPIs*

Through discussions with central HQ and the client's regional team, we identified and agreed the critical performance drivers needed by an insurance business – the key sensors needed on the ground to monitor how the business was performing. These included key metrics around customer applications submitted (both approved and cleared); data on the persistency rate of policies and levels of policy lapsing, and key customer service metrics on the number of complaints and handling time.

## *A visual alert system*

The dashboard had to present a visual solution that was instant and intuitive. An imaginative red/amber/green dashboard system was therefore developed to indicate a positive improvement or no change or a decline in key metrics.

We tested ways of populating the pilot dashboard with up to date statistics and how to make it dynamic through continuous updates in order to finally develop a live dashboard for management use. We also advised our client on how to roll out the system across their global operation.

## *Acting on real time data*

As consultants, we blend commercial business consulting skills with deep market research insight. We have the experience and knowledge to understand how a business operates and how to make a difference.

Alico's regional businesses benefited from a dynamic dashboard that provided data in a clear and engaging way. Above all, it gave an immediate and up-to-date understanding of exactly where Alico need to take action or to intervene.

# MetLife Alico

Founded in 1868, MetLife is one of the world's largest providers of insurance, pension and investment products - with 90 million customers in over 60 countries. We helped them toward creating a truly customer centric global insurance business

*"That rare combination of first class technical skills and the consultative mind-set to respond to major strategic questions being asked... they delivered insight based narratives that added clarity and drove actionable decisions that are transforming MetLife into a truly customer centric organisation"*

Maryan Broadbent, Global Head of Customer Strategy

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