

Creating attractive product propositions that deliver customer value

An offer with impact

MetLife wanted to launch new wealth management products into its target market.

To achieve this the team needed to identify key elements of the product to be included in the offer and at what price it should be presented to the market for both consumers and IFA's - to maximise the return on the investment

Data driven decisions

Decision Architects worked closely with the MetLife team to identify what the customer values, and correspondingly what they are willing to pay for, in the UK Individual Protection and Wealth Management markets.

We developed the survey instrument – which included a core conjoint element – managed fieldwork and built the necessary models and scenario development tools which would enable MetLife to interrogate the data, test different concept bundles, and identify the optimal offer

Modelling Preference

The pricing and product optimisation model identified the value delivered by different elements of the product mix and what impact these had on overall preference share.

Our conjoint research allowed for a deep dive into the performance of different elements of the product mix to understand not only the relative importance of the different components that make up a product but also the relationship between the different levels.

Creating mutual value

MetLife wanted to deliver more valuable propositions, and to build credibility and market position.

Built on a deeper understanding of their customers, robust modelling of pricing and preference allowed them to develop products with confidence that would incorporate those elements the customers valued most highly delivered at a price that would be attractive to both customer and MetLife

MetLife®

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

Call 0203 397 2550 or visit www.decision-architects.com

decisionarchitects
energising market intelligence