



QUALIFICATION : PROJECT 001

Financial Services | Insurance

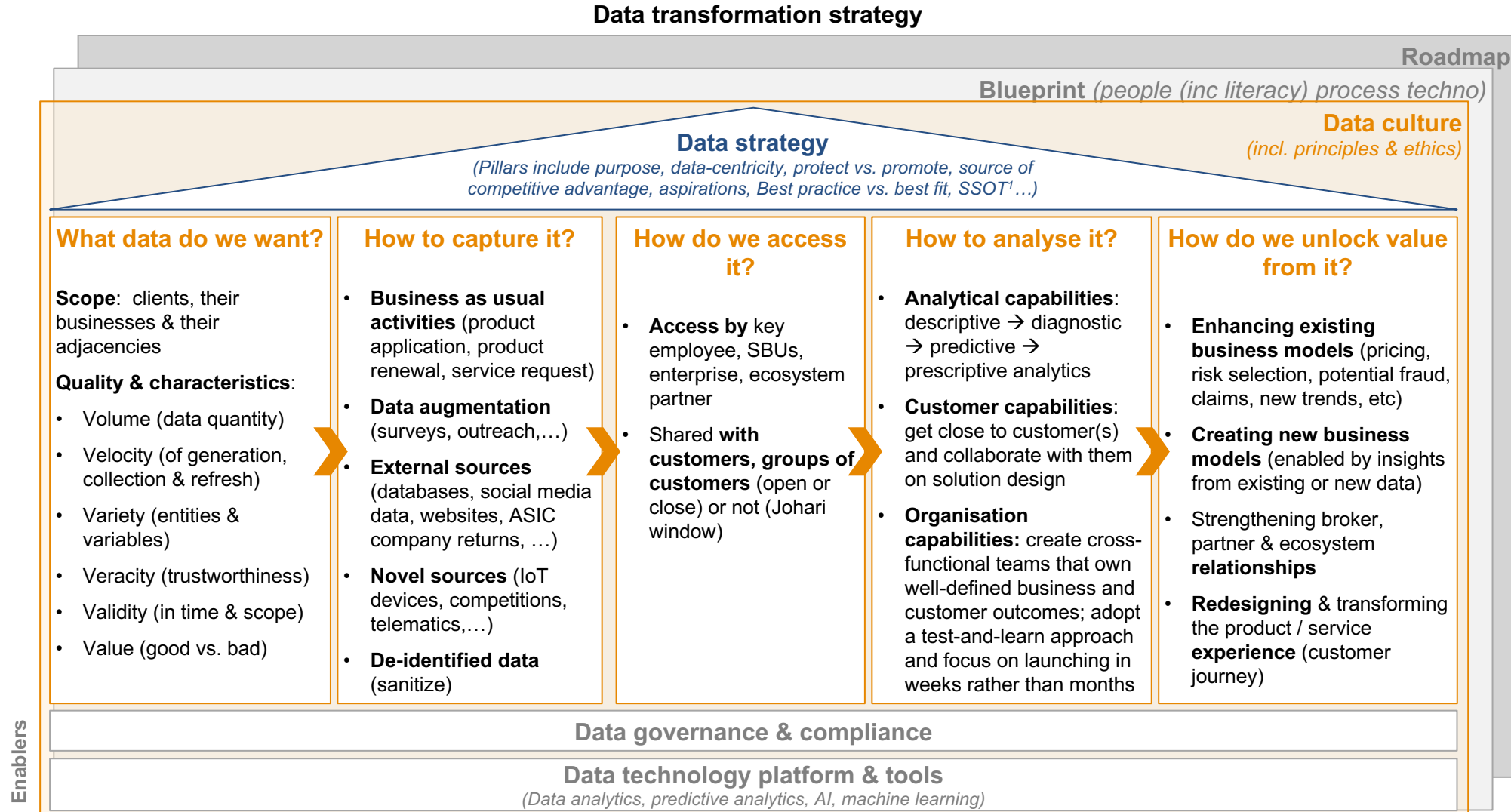
November 2022 – December 2022

QUALIFICATION : PROJECT 001 KEY WORD SEARCH: Consulting Project, Data and Customer Strategy, Consulting Team, Sydney, Financial Services, Mutual

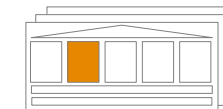
Summary: ICG to design and supply a consulting project to deliver a new data and customer strategy to a highly successful mutual supplier of financial services products to a major professional segment.	
Project description/approach	<ul style="list-style-type: none">• Baseline current approach to data and customer strategy• Review strategic aspirations and interview senior stakeholders and review existing documentation to identify critical data and customer imperatives• Develop blueprint for new data and customer strategy to workshop and syndicate with key stakeholders• Refine and polish proposed strategy and approach and develop high level business case and implementation plan
Why ICG was needed	<ul style="list-style-type: none">• Client had a long running data and customer transformation strategy underway which was being led by a Big Four consulting house.• The data and customer strategy had stalled, and the client wanted ICG to provide short sharp injection of expertise to crack through and deliver a comprehensive, cogent, and compelling plan
Impact delivered by ICG	<ul style="list-style-type: none">• Ability to deliver the A-Team on the ground within 48 hours who delivered a highly regarded 80-page strategy document within 5 weeks.
Critical insights/new ICG IP available to new clients	<ul style="list-style-type: none">• New Data Strategy Framework/maturity curve• New frameworks and best practices for each element of data strategy• New three dimensional customer strategy.
Client feedback “Would you use ICG again, and if differently, how?”	<ul style="list-style-type: none">• Yes, have already engaged ICG to conduct data maturity capability assessment and a data culture survey

Client					
Industry	• Financial Services				
Sector	• Insurance				
Geography	• Australian based, Sydney Head • Quartered				
Project period/duration					
November 2022 – December 2022					
ICG Contact Partner for more information					
<u>David.Moloney@internalconsulting.com</u> + 61 – 412 362 594					
Project Scale	USD \$0- \$50K	USD \$50K- \$100K	USD \$100K- \$250K	USD \$250K \$1M	USD \$1M Plus
ICG contribution			X		
Total scale				X	

Data transformation strategy is necessarily multi-pillar and multi-dimensional



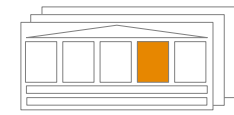
We will increase the focus on unsolicited data to enhance existing BaU / descriptive data sources



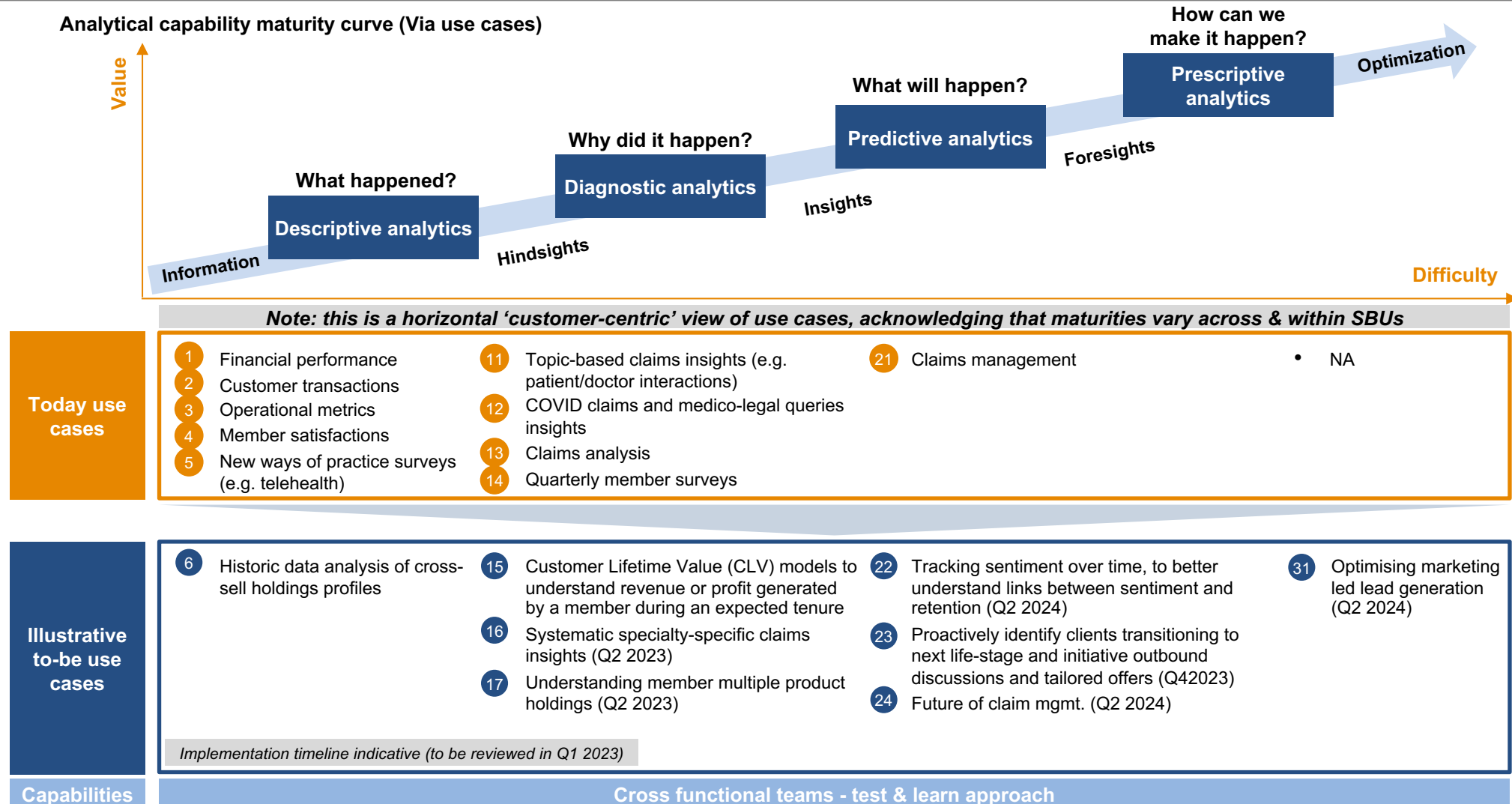
Current & to be sources of data

	Solicited focus	Unsolicited focus			
	Business as usual activities	Data augmentation	External sources	Novel sources	De-identified data
Currently used	<ul style="list-style-type: none"> Product application Product renewal Claims process Service request 	<ul style="list-style-type: none"> Surveys Outreach Feedback Sentiment 	<ul style="list-style-type: none"> Databases Social media data Websites ASIC company returns 	<ul style="list-style-type: none"> Sales and purchases Geotagging Device-types 	<ul style="list-style-type: none"> Australian Bureau of Statistics (ABS) Heuristics and tendencies Studies and report findings
Proposed for tomorrow	<ul style="list-style-type: none"> Point-in-time (time-based) Point-in-place (location-based) Point-in-process (lifecycle-based) 	<ul style="list-style-type: none"> Need mechanism to capture consistently Channel-related Customer preference opt-in / opt-out 	<ul style="list-style-type: none"> Snowflake Marketplace Other 3rd-party providers – e.g. credit bureaus, address-matching 	<ul style="list-style-type: none"> IoT devices Competitions Telematics Multi-Factor Authentication (biometrics) Mobile and body-worn transducers (e.g. Apple Watch) Habitual 	<ul style="list-style-type: none"> Case studies Medical studies

The client will progressively increase the sophistication of its analytical capabilities (see to-be use cases)



See appendix for long list





Contact your Partner for more information

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Visit our website at www.internalconsulting.com