

A photograph of three business professionals in an office setting. A man in a white shirt and tie stands in the background, pointing at a tablet held by a woman in a dark blazer. An older man in a suit sits at a table in the foreground, looking at the tablet. The background shows a bright office with large windows.

QUALIFICATION : PROJECT 1001

Financial Services | Insurance

November 2022 – December 2022

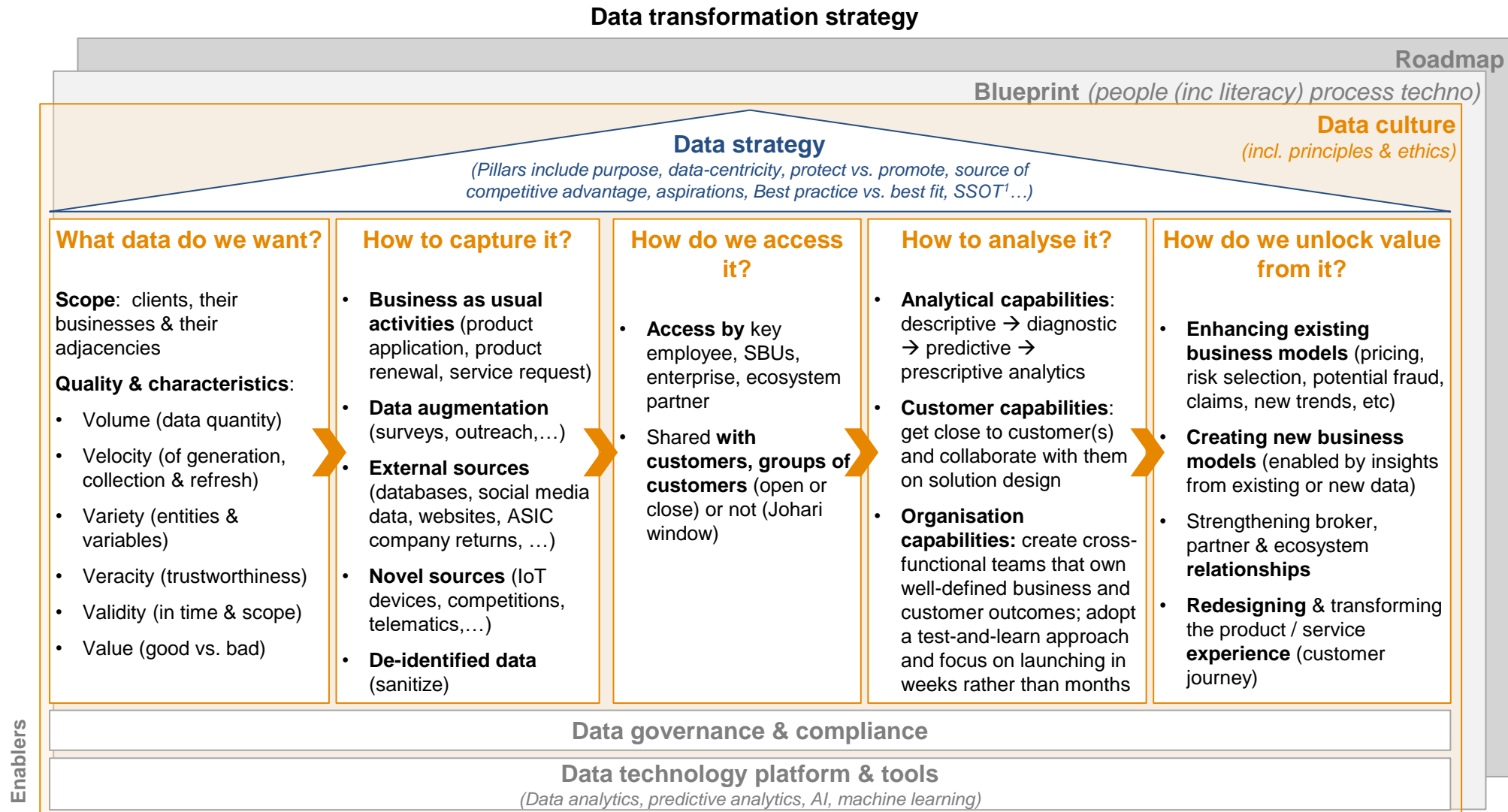
QUALIFICATION : PROJECT 001 KEY WORD SEARCH: Consulting Project, Data and Customer Strategy, Consulting Team, Sydney, Financial Services, Mutual

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.

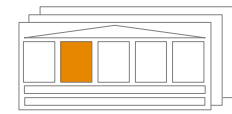
Project description/approach	<ul style="list-style-type: none"> Baseline current approach to data and customer strategy Review strategic aspirations and interview senior stakeholders and review existing documentation to identify critical data and customer imperatives Develop blueprint for new data and 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	<ul style="list-style-type: none"> Australian based, Sydney Head Quartered 				
Project period/duration					
November 2022 – December 2022					
ICG Contact Partner for more information					
David.Moloney@internalconsulting.com + 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	

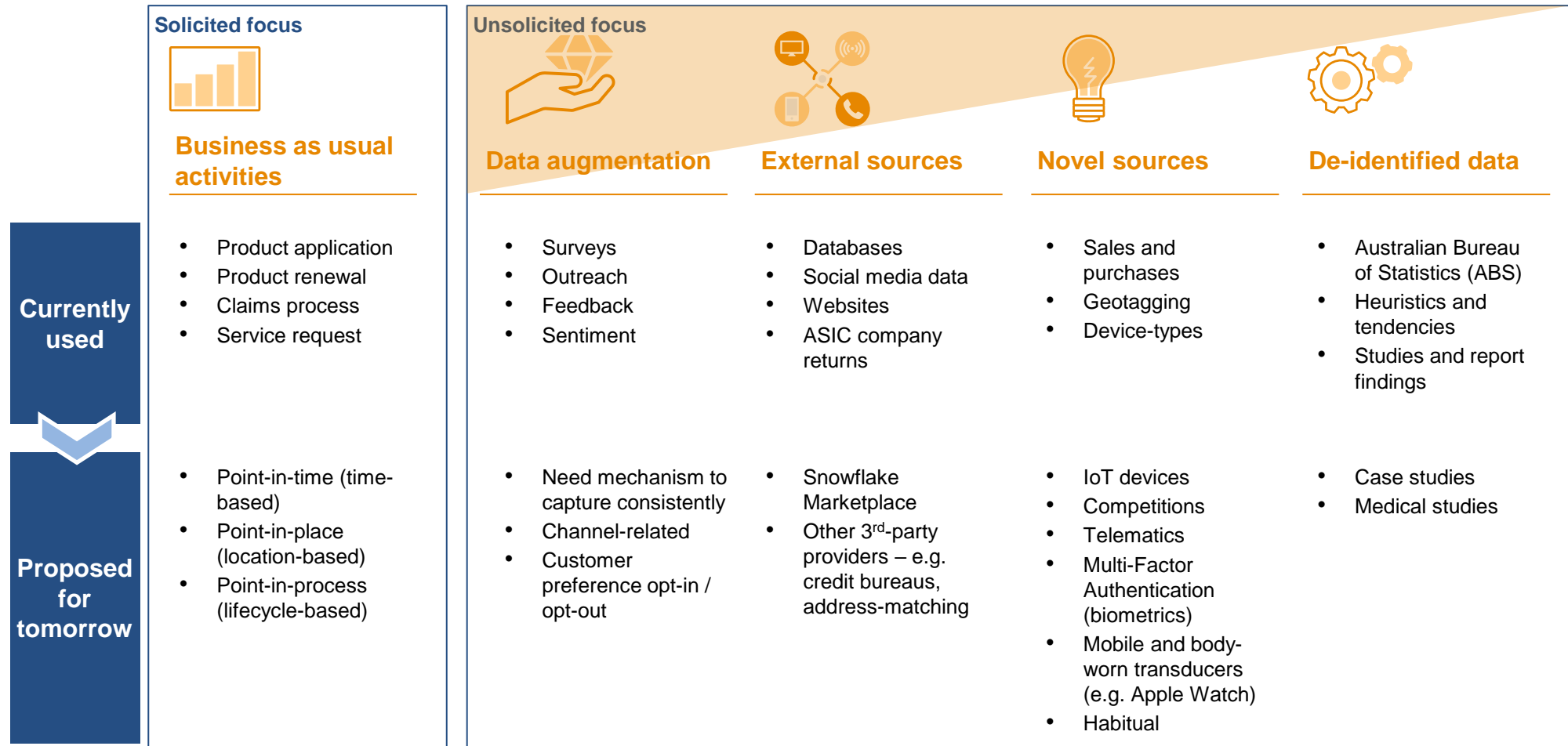
Data transformation strategy is necessarily multi-pillar and multi-dimensional



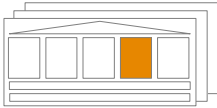
We will increase the focus on unsolicited data to enhance existing BaU / descriptive data sources



Current & to be sources of data

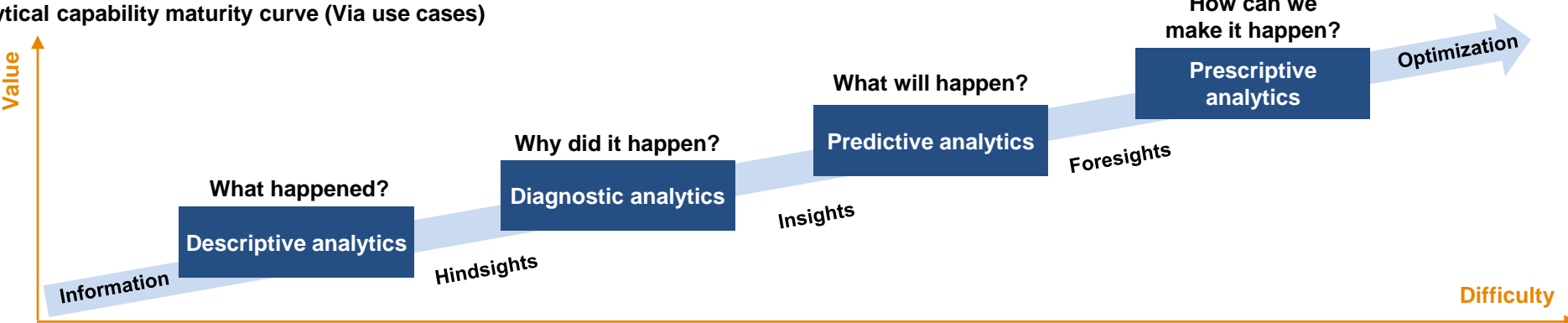


The client will progressively increase the sophistication of its analytical capabilities (see to-be use cases)



See appendix for long list

Analytical capability maturity curve (Via use cases)



Note: this is a horizontal 'customer-centric' view of use cases, acknowledging that maturities vary across & within SBUs

Today use cases	1 Financial performance	11 Topic-based claims insights (e.g. patient/doctor interactions)	21 Claims management	• NA
	2 Customer transactions	12 COVID claims and medico-legal queries insights		
	3 Operational metrics	13 Claims analysis		
	4 Member satisfactions	14 Quarterly member surveys		
	5 New ways of practice surveys (e.g. telehealth)			

Illustrative to-be use cases	6 Historic data analysis of cross-sell holdings profiles	15 Customer Lifetime Value (CLV) models to understand revenue or profit generated by a member during an expected tenure	22 Tracking sentiment over time, to better understand links between sentiment and retention (Q2 2024)	31 Optimising marketing led lead generation (Q2 2024)
		16 Systematic specialty-specific claims insights (Q2 2023)	23 Proactively identify clients transitioning to next life-stage and initiative outbound discussions and tailored offers (Q4 2023)	
		17 Understanding member multiple product holdings (Q2 2023)	24 Future of claim mgmt. (Q2 2024)	
	<i>Implementation timeline indicative (to be reviewed in Q1 2023)</i>			

Capabilities Cross functional teams - test & learn approach

Source: Adapted from Gartner analytical ascendancy model



Contact your Partner for more information

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Visit our website at www.internalconsulting.com