NOLAN CX ACCELERATOR

Beyond the Hype and Complexity — Real, Impactful Solutions

The insurance battleground is quickly shifting from product to customer experience. Customer expectations continue to rise across industries, and insurance is no exception. Increasing expectations, changing demographics, new technologies, and bold competitor moves are driving insurers to be proactive in their approach to better understand their customers and improve customer experience delivery in a meaningful way. Nolan's CX Accelerator goes beyond the hype, beyond the personas and journey maps with thoughtful, practical, real-world solutions that make an impact and drive change.

Improved CX. Easy to Talk About — Hard to Deliver

Most insurers have a vision, with no shortage of activity and investments dedicated to improving customer experience. That said, **activity does not equal results**. The plans to get there are often not as clear and the results are questionable or vague. When results fall short of expectations, often it's lack of alignment, not moving in the same direction, resource constraints, or conflicting priorities within the organization that stand as barriers. The fact is, capturing the value of improved customer experiences is more difficult and challenging with the complexity and speed of the competition out there today.

Improving Customer Experience — It's Not Just About Technology

Technological solutions may be part of an enabling solution, but without a clearly defined strategy and the right commitments to people and process they tend to exacerbate the problem. It's not just technology – it's people, process, data, and technology.

New organization structures and staffing are often needed to support new and changing processes. Customer interactions and the data to support the desired experience often don't exist and can be elusive – they need to be built up in a thoughtful, methodical way. Too many want to implement the technology first and declare success without understanding how all the various pieces fit together.

New Measures and Thinking Are Required to Deliver Impact — What is the Outcome We Hope to Achieve?

Albert Einstein once wrote on a blackboard, "Not everything that counts can be counted, and not everything that can be counted counts." When it comes to evaluating customer experience this couldn't be more true. Having the capabilities in place is simply not enough. Insurers need to think about what it is they're looking to improve – and how they will know that they have succeeded. The first step is identifying how you will know. In our experience this often leads to establishing new measures and designing tools to capture the new data. There are many moving parts and a many more dynamic business environments.

Our proprietary Nolan CX Accelerator will give you:

Understanding — It All Starts Here
- What's important to your customers?
- How well do you do what's important to them?

Design
- Vision – How do you want your customers to feel?
- Gap assessment – Where are the mismatches to achieving that experience?
- Prioritize – What matters most? Where to start?
- Build the ecosystem – Technology alone is not enough. You need the right blend of people, process, and technology solutions.

We understand the insurance industry and bring that expertise and get you there faster. We produce results – something that's executable and results oriented – not shelfware.

Deliver — Making It Happen
- Our approach is to start small, make things happen, build momentum, and learn while doing.
- Our sequenced roadmap tackles the biggest impact areas first.

Evaluate Impact — Adjust Where Needed
- Are we making the impact we hoped for? If not, why not?
- Adjust and get ready for the next sprint.

Key Deliverables
Nolan works with your team to customize and focus our approach and deliverables to take advantage of what is already completed, in flight, or key gaps including:
- Customer Experience Maturity Assessment
- VOC Data and Operational Reports
- Functional Maturity Assessment
- CX Technology Assessment
- CX Heatmap
- CX Sequenced Implementation Plan – Roadmap

The Nolan Difference
- We understand the insurance industry. We bring expertise to help you accelerate a plan faster.
- We understand the unique aspects of your business.
- We bring cross-enterprise solutions for a consistent look and feel.
- We start with your current business challenges, objectives, what you have in place, and move forward with that to minimize re-work.
- We help you differentiate yourself in the marketplace.

Reap the Benefits
We meet clients where they are. If they have a strategy, we move forward. If they don't have a strategy, we back up and determine the direction and roadblocks. We're not one-size fits all / cookie cutter. Our experience makes a difference when it's in the context of a specific client. We start with where they're at today. How well do you really know your customers? Do you have a compelling value proposition? We start where you're already at. The key is to start with the current business challenges, objectives, what you have in place, and move forward with that and minimize re-work.

Customer Experience Experts — That Work for You
For almost 50 years The Nolan Company has helped businesses improve service, quality, productivity, and profitability through process innovation and effective use of technology. We're turning organizations inside out and helping them impact their value proposition with their customers. We're committed to working with you from assessment through implementation to deliver immediate results and lasting outcomes.

We Bring
- Deep domain experience and board-level objectivity.
- Focus on significant change, producing measurable results.

Why Nolan?
For almost 50 years The Nolan Company has helped insurers grow and improve profitability and productivity through process innovation and effective use of technology. We're experts in developing comprehensive operational and technology solutions to meet your desired outcomes. We deliver immediate results and lasting outcomes – and we're committed to working with you from assessment through implementation.

CONTACT US
To learn more about Nolan's unique approach to CX Accelerator,
visit renolan.com or call (800) 248-3742.

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