

Where are you on your digital journey?

At Paradigm Partners International, LLC (PPI) we bring valuable expertise to help companies address their current digital strategy and plan for the future. Our unique perspective provides an actionable and clear roadmap towards improved results and strategic growth.



Distribution

- Existing channel evaluation and recommendations
- New channel development to include:
 - Direct-to-Consumer (DTC)
 - Brokerage
 - B2B2C:
 - Association & Affinity groups
 - Embedded insurance strategies
 - Bancassurance
 - Worksite/voluntary benefits



Product Development

- Consumer Insights to uncover pain points and to inform: plan design, product prioritization, new market opportunities
- Creation of policy language, forms, pricing, financial modeling across:
 - Life (term, whole, universal, variable)
 - Short and long-term disability
 - Accident & Health
 - Annuities



Marketing

- Ensure market best practices are deployed
- Assess lead gen performance and social media strategy
- Assist in creation of MarCom strategy
- Website assessment/customer journey evaluation
- Evaluate: Open/Click-thru/Conversion rates
- Press release and industry engagement strategy development



Financial Modeling

- P&L development
- Cost Benefit Analyses/Break-even timeline
- Full customer journey financial model from acquisition, conversion, placement and lapse rates through to Embedded Value impact



Competitive Landscape Analysis

- Best practice assessment
- Product spectrum
- Digital platform/user experience evaluation
- Digital sector review and benchmarking



Underwriting & Risk Assessment

- Evaluation of existing underwriting platform and processes
- Ensure optimal 3rd party tools
- Drive higher Straight-thru Processing (STP) rates
- Reinsurance negotiations including on/off-shore reinsurance structure recommendations



Customer Engagement

- Improve conversion, placement and persistency ratios
- Create successful cross sell strategies
- Customer satisfaction score enhancement



Technology

- Digital strategy creation
- End-to-end ecosystem analysis
- Best practice evaluation
- Creation of digital roadmap
- Pragmatic approach with peer analysis

