

Predictive HRSM Application – Case Summary

Predictive HRSM for a financial services company



Solution objective

- Optimize benefits and rewards offerings to get higher returns from the workforce budget while improving employee value

Target audience

- Two targeted applications – one for salaried employees, one for hourly employees

Deployment strategy

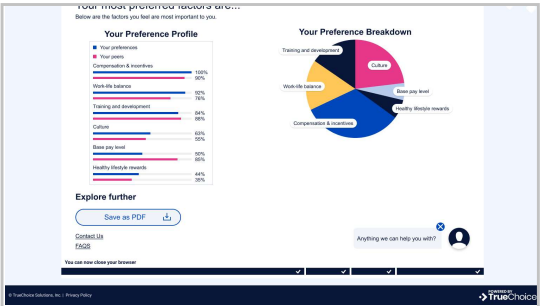
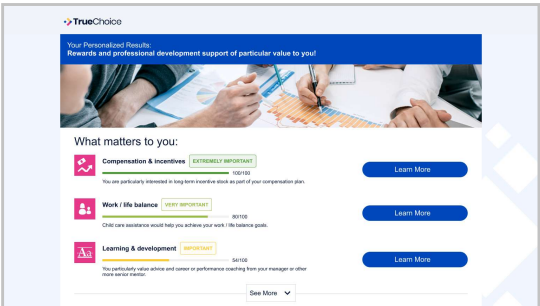
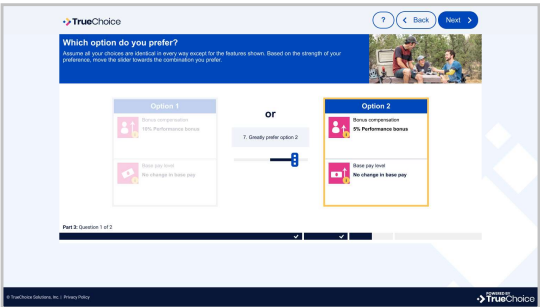
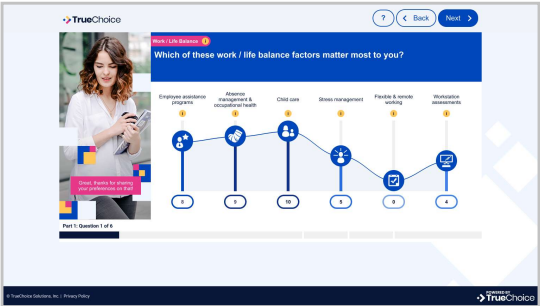
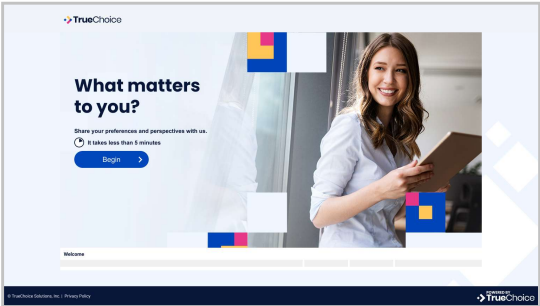
- Distributed via confidential email direct to employees
- Each employee received link with anonymous unique identifier

Analytics

- Full suit of HR analytics including: benefits relative importance, perceived value of each benefit option, comprehensive data filtering for unlimited segmentation analysis; value gap analysis, latent class analysis, heat maps, etc.
- Proprietary preference and cost analysis toolkit including: plan simulator modeling tool, plan comparison tool
- “Real time” analytics access – simultaneous with commencement of data collection

Results / impact

- Total rewards cost decreased by \$1,500 - \$4,000 per employee, per year while simultaneously increasing satisfaction, retention and engagement.



Illustrative screen shots

What is TrueChoice?

- ✓ Customized Software-as-a-Service that enables 'Predictive Selling'
- ✓ Best practice technology measures 'how' individual customers make decisions, understand needs and buyer values, willingness-to-pay and purchase drivers.
- ✓ Powerful analytics and decision support in real-time.
- ✓ Everybody wins: Customer, Sales and Company.
- ✓ De-risks decisions through reliable, actionable insights for account management, sales optimization, solution selling, product strategy and pricing.
- ✓ Based on 460+ patented algorithms, fully customized

Track-record: Measurable ROI



Increase in revenue per customer	+ 27.3%
Increased conversion rate	+ 104.5%
Revenue from existing accounts	+ 18.2%



Decrease in selling expenses	- 21.8%
Cost savings from research	3 to 5x
Cost per lead	- 61.5%

Better customer experience

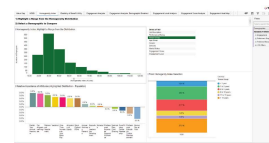
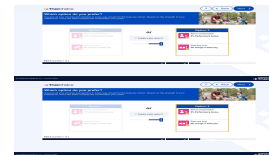
- Easy-to-use, fast, educational, personalized
- Email, website, mobile, sales rep, call center, etc.

Scalable sales optimization

- Lead generation; more and higher quality leads
- Account optimization, lead prioritization, 1:1 insights

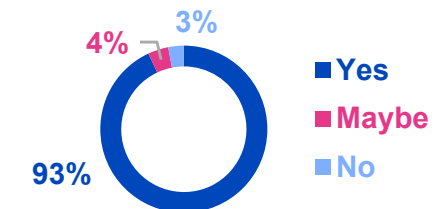
Actionable customer insights

- Real-time insights via 120 metrics
- Strategy, sales, pricing, supply chain, segmentation, etc.



Better customer experience in B2B and B2C

"Adds real value, is educational & helps me make better decisions."



- 87-93% completion rate (without incentive)
- Personalized experience, optimized individual content and recommendations, "at my pace"
- 89% feel that tool builds "trusted advisor" relationship