

# CX ACCELERATOR

GO BEYOND THE HYPE AND COMPLEXITY



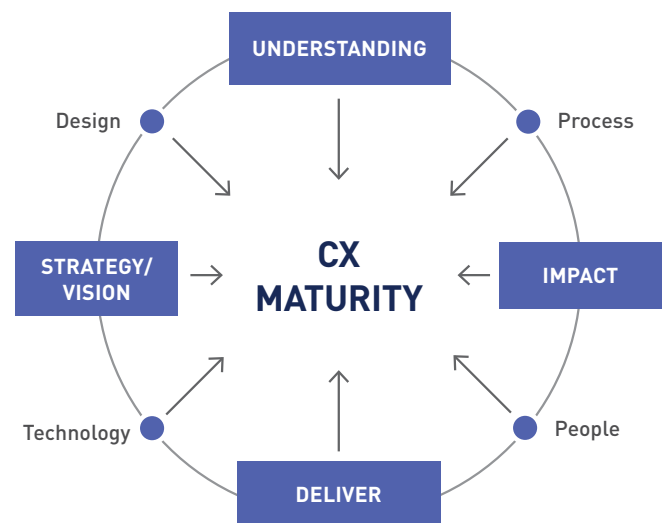
## IMPROVED CX: EASY TO TALK ABOUT—HARD TO DELIVER

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.

## THE RESOURCE PRO APPROACH

ReSource Pro's CX Accelerator supports insurers in evaluating and improving customer experience. We start by helping you develop an understanding of what's important to your customers and how well you deliver on those values. Next, we collaborate with you to design an effective path toward an improved experience by identifying barriers, determining which areas to prioritize, and building the proper ecosystem of people, process, and technology. Then, it's time to make things happen. We provide you with a sequenced roadmap that

tackles the biggest impact areas first and work with you to measure the impact, enabling you to adjust where needed.



## KEY DELIVERABLES

ReSource Pro works with your team to customize and focus our approach and deliverables to take advantage of what is already completed or in-flight, and address key gaps. Our deliverables include:

- Customer Experience Maturity Assessment
- VOC Data and Operational Reports
- Functional Maturity Assessment
- CX Technology Assessment
- CX Heatmap
- CX Sequenced Implementation Plan – Roadmap

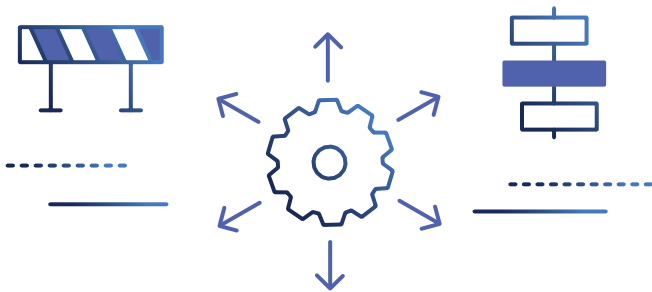
## WHAT ARE THE BENEFITS?

ReSource Pro meets clients where they are. If you already have a strategy built out, we can help you move it forward. If you don't, we can support you in determining the proper direction and identifying roadblocks. By partnering with us, you'll gain the guidance you need to accelerate a plan faster as well as differentiate yourself in the marketplace.

## WHY RESOURCE PRO?

ReSource Pro has helped countless insurance organizations impact their value proposition with their customers. We bring deep domain experience and board-level objectivity to deliver immediate results and lasting outcomes, and we are committed to working with you from assessment through implementation.

To learn more, visit [resourcepro.com/carrierconsulting](https://resourcepro.com/carrierconsulting)



## FOR MORE INFORMATION

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