

# LIFE INSURANCE RESEARCH SERVICES

Learn how emerging technologies can revitalize the life insurance digital experience



## How do you know which technologies will engage prospects and help advisors instill customer loyalty? We can show you.

Get ongoing analysis and reports on the impact of technology on three key audiences: prospects, advisors and account holders. We dissect advisor and customer experiences to decipher best practices from leading carriers and upstart firms, along with learnings from other industries.



### MONITOR RESEARCH

Obtain a unique view of the educational content, digital capabilities and interactive tools that leading firms provide to advisors, prospects and account owners. Track actual marketing programs and advisor-centric resources for a full look behind the scenes.



### CONSULTING SERVICES

Learn how your digital properties stack up against your key competitors'. Customized, in-depth benchmarking analysis will help uncover vital improvement opportunities along with strategic recommendations to reimagine the evolving user experience.

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### UX RESEARCH

Identify customer needs and pain points to steer design and development toward user-centered goals. Our expert reviews, personas, surveys and usability testing can help you establish distinct advantages.

BOOK A FREE CONSULTATION TO DISCOVER HOW OUR RESEARCH CAN HELP YOU GAIN A COMPETITIVE EDGE.



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