

# ANNUITY RESEARCH SERVICES

Adopt smart digital strategies to improve your prospect, advisor and account owner journeys



## How can your digital experience increase sales, attract new prospects and instill customer loyalty? We can show you.

To establish strong positioning amidst industry volatility and changing advisor salesforce demographics, firms must meet increasing demands for modern digital experiences. We provide an actual view of leading prospect and advisor journeys to give you an edge over the competition.



### MONITOR RESEARCH

Obtain a unique view of the evolving advisor, prospect and customer experiences from leading competitors. Review the latest strategic tools and resources that guide the purchasing decisions of account owners and independent advisors.



### CONSULTING SERVICES

Learn how your digital properties stack up against those of your key competitors. Customized, in-depth benchmarking analysis will uncover vital improvement opportunities and strategic recommendations to reimagine the advisor and prospect experiences.

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### UX RESEARCH

Identify client 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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