

CHAPTER ONE

Executives Insights Activities Downloads



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INTRODUCTION: Industry Goals, Strategies, and Initiatives

- Selling to executive buyers requires that you know:
 - Company-wide goals
 - Lines of business that are aligned with these goals and their:
 - **STRATEGIES**
 - **OINITIATIVES**
 - **OMEASURES OF SUCCESS**
- Knowing these will help you create more business-focused account plans and conversations with executive buyers.
- This document provides examples of these for a variety of industries.



Industry Goals, Strategies, and Initiatives



BANKING
INSURANCE
MANUFACTURING

RETAIL

TELECOMMUNICATIONS

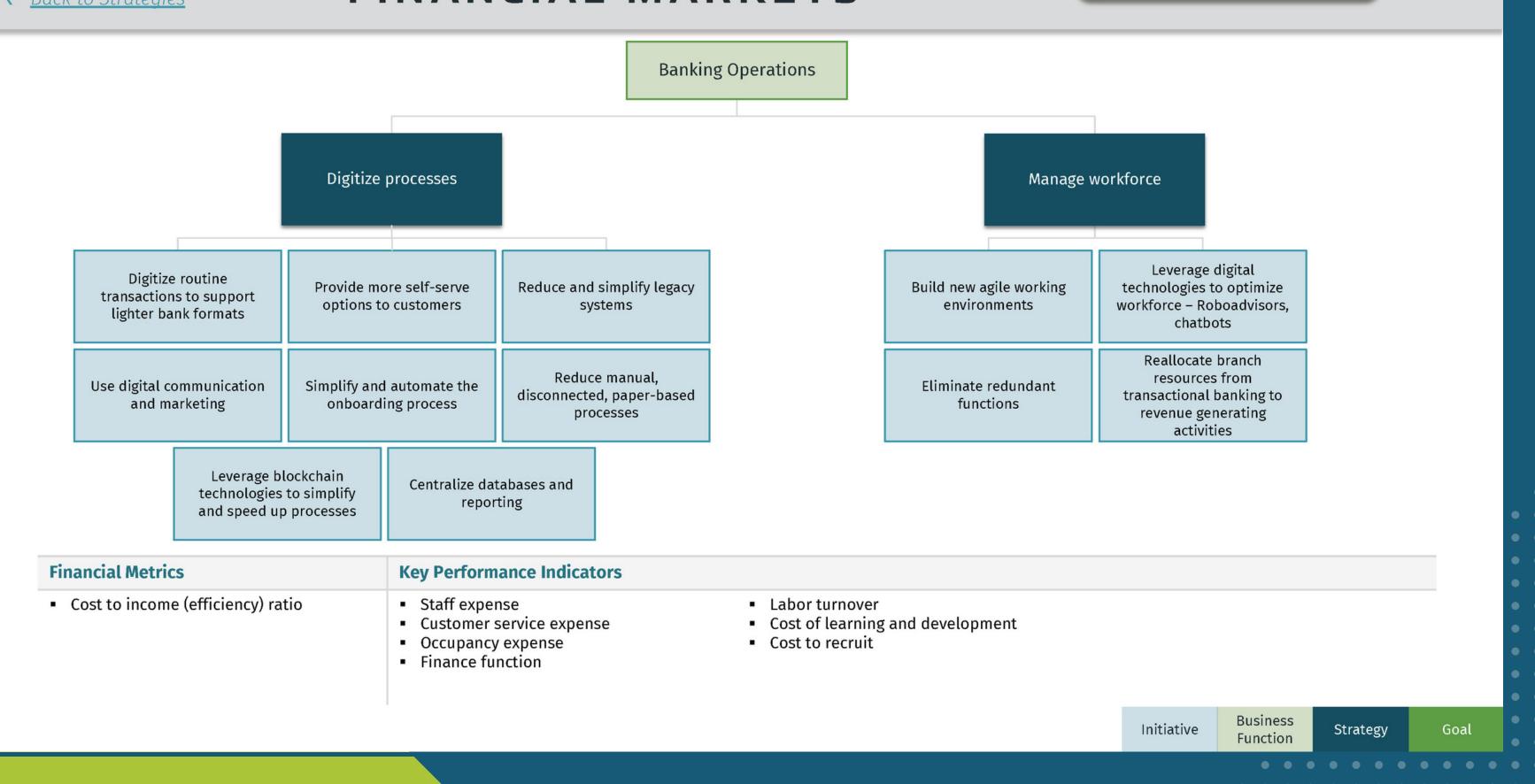
Industry Blueprint | BANKING & FINANCIAL MARKETS

Enhance customer experience

Sales & Marketing Offer new products and Digitize customer Improve customer service services experience Leverage structured and Enhance global distribution Enable single bank Use timely targeted unstructured data to Customize reward programs Form new alliances for solutions under multicapability for wealth messaging to communicate digitize customer journeys based on analytical data loyalty programs brands management offerings new value propositions and processes Explore partnerships with Seek customer insights for Enhance online platforms Leverage digital marketing FinTechs to provide improved client (account opening, loan tools for effective reach innovative services segmentation applications) Enforce an omnichannel integrated distribution model **Financial Metrics Key Performance Indicators** Net interest income growth Revenue from new customers Net Promoter Score Revenue from cross-sell/up-sell Assets under Management (AUM) Noninterest income growth Revenue from new products/services Average AUM per account Customer churn Business Initiative Strategy Goal Function

Industry Blueprint | **BANKING &**+ Back to Strategies FINANCIAL MARKETS

Improve cost to income ratio



Industry Blueprint | PROPERTY & CASUALTY INSURANCE

Drive top line growth

Sales & Marketing Promote collaboration and Expand product offerings Pursue new opportunities partnerships Leverage segmentation, Explore new business Make offerings directed Collaborate/tie-up with Provide one-stop shop -Leverage automation behavioral and predictive models like demand increase offerings of towards needs of the (AI/RPA) to improve online InsurTech startups to bring insurance, peer to peer, analytics to identify new bundled products millennials conversion rates in new innovation usage-based insurance opportunities Monetize data (customer, Provide online comparison Introduce new programs Explore and expand new Explore opportunities in policy, driving patterns etc.) offerings such as cyber tools and research to such as pay as you go and selective emerging markets to explore new revenue pay per mile insurance insurance improve conversion streams

Financial Metrics

- Premiums growth
- Non-premium revenue growth

Key Performance Indicators

- Revenue from new services
- Revenue from marketing campaign
- Revenue new customers
- Cross-sell/up-sell
- Customer churn (lapse ratio)

- Revenue per policyholder
- Revenue growth by channel
- Growth in policies written
- Net Promoter Score
- Online sales

Initiative

Business Function

Strategy

Goal

Industry Blueprint | PROPERTY & CASUALTY INSURANCE

Improve margins

Function

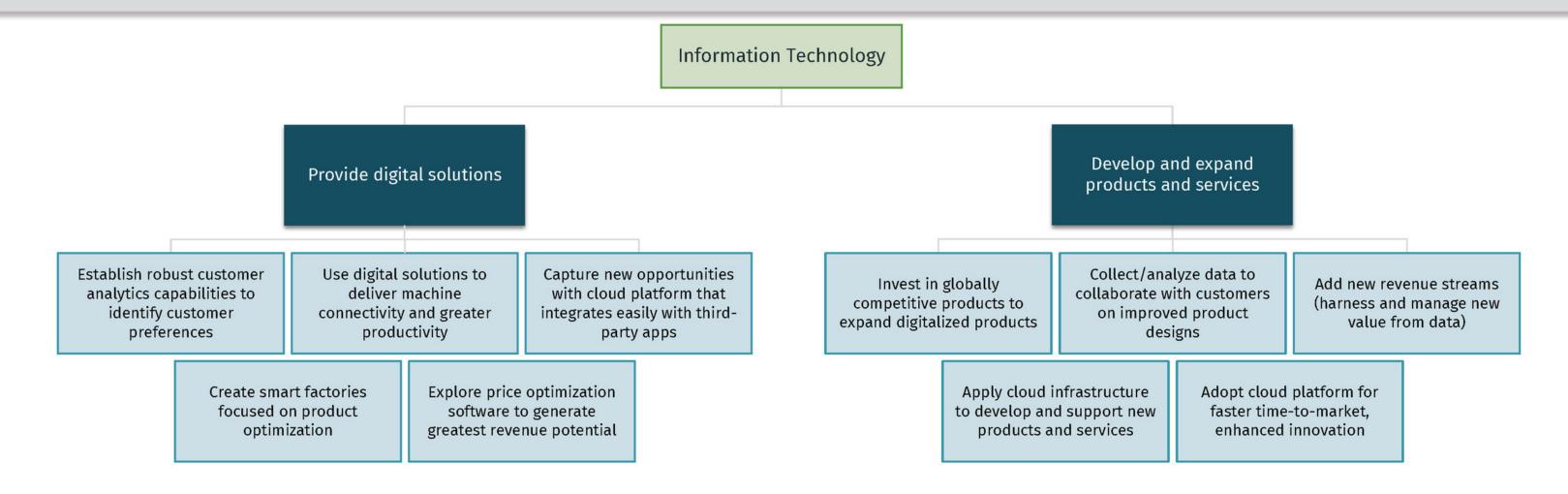
Claims Management Reduce operating Improve loss ratios expenses Leverage connected devices Use drones for property Use digital technologies like (smart home sensors) to Digitize claims processing Ensure claims data in a artificial intelligence for assessments and claims reduce claim frequency and to reduce paperwork central location fraud detection estimations severity Improve productivity via Leverage block chain Leverage telematics for **Robotic Process** applications to validate accident-related claims Automation (RPA) for claims - reduce processing routine claims management resolution time and fraud tasks

Financial Metrics Key Performance Indicators Benefits & Claims Frequency of claims • Claims requiring manual intervention Loss ratio • Selling, general & administrative Loss adjustment expense (LAE) ratio • # of high severity claims Cycle time for claims settlement Claims management expense Claims first time resolution Fraudulent claims Fraud management expense Claims auto-adjudication rate **Business** Initiative Goal Strategy

Industry Blueprint | MANUFACTURING

Drive revenue growth

← Back to Strategies



Financial Metrics Revenue growth Revenue from cross-sell/up-sell Revenue from new customers Revenue from new products/services Revenue from online sales Revenue from online sales Customer churn IT allocated for growth/transformation of the business Time to market - new products

Initiative

Business Function

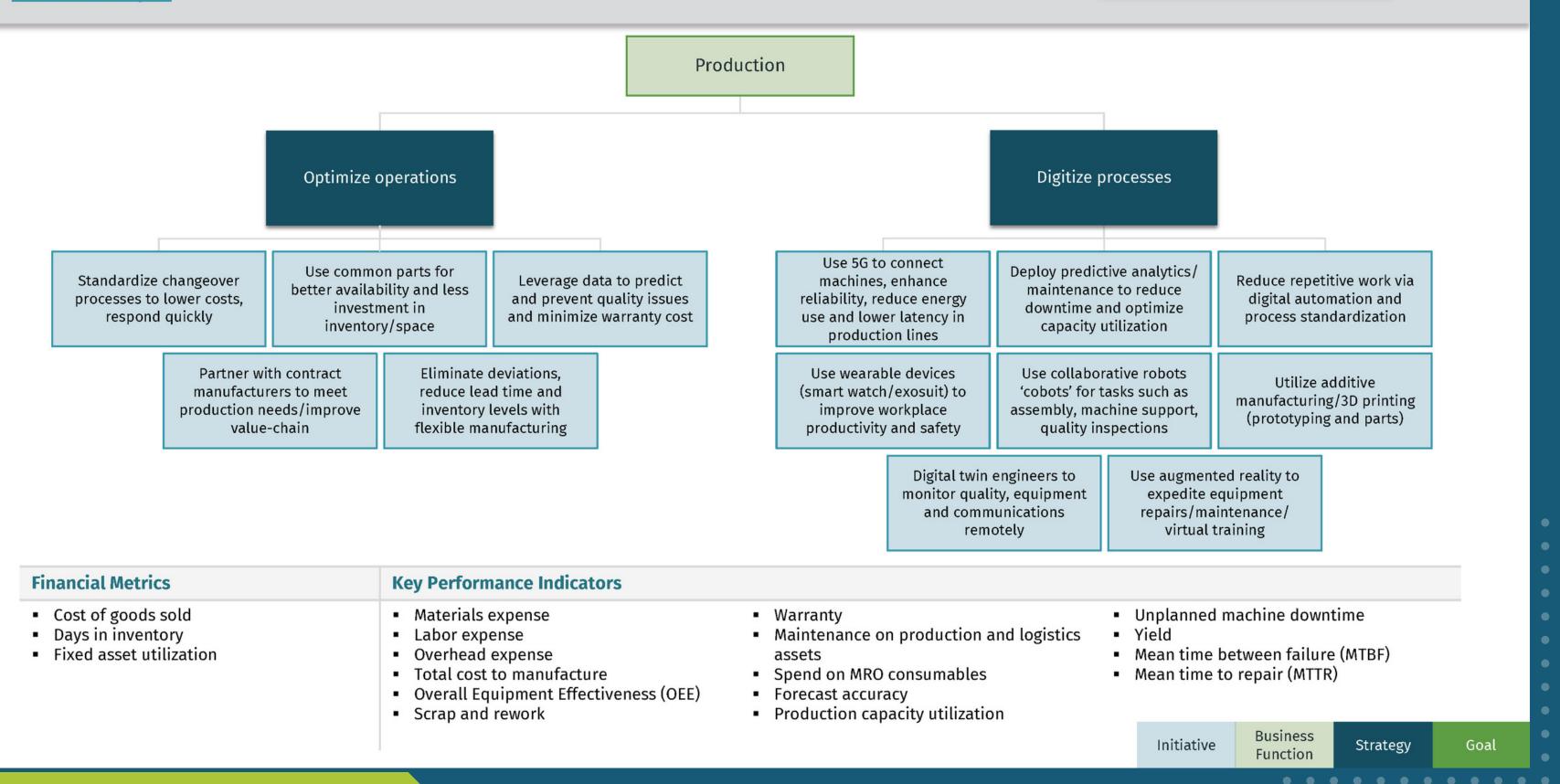
Strategy

Goal

Industry Blueprint | MANUFACTURING

Maximize operational efficiency

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Industry Blueprint | RETAIL

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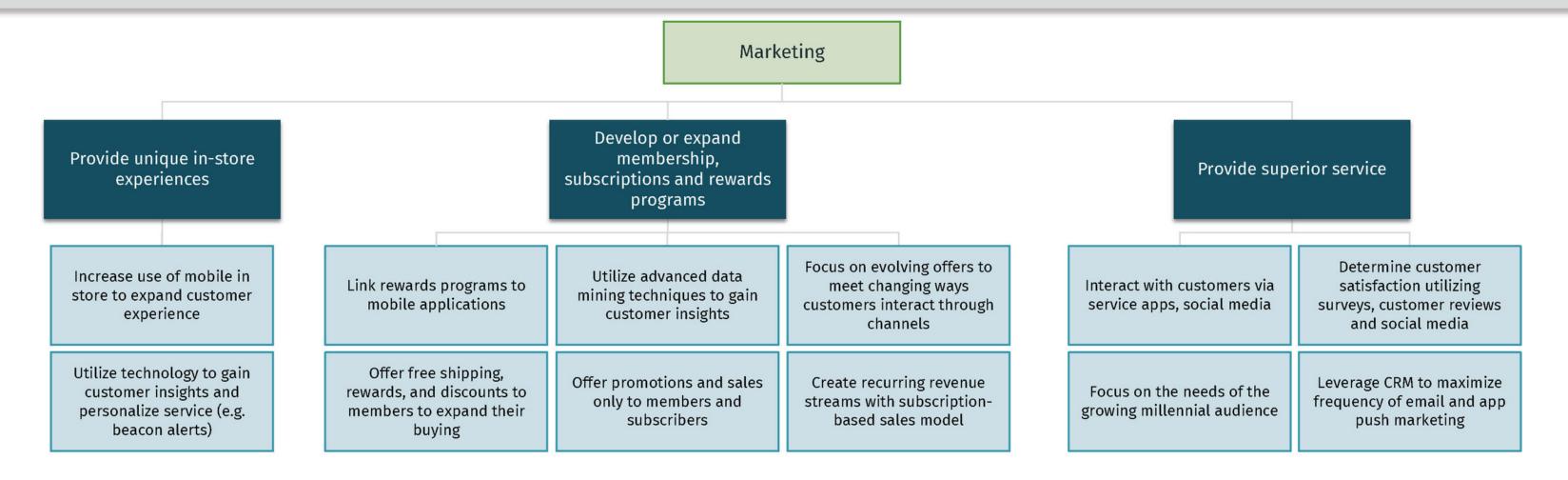
Enhance the customer experience

Initiative

Function

Strategy

Goal



Financial Metrics Revenue growth Revenue from cross-sell/up-sell Revenue from new customers Revenue from new products/services Revenue from online sales Revenue from marketing campaign Financial Metrics IT allocated for growth or transformation Customer churn Net Promoter Score Footfall traffic Business

Industry Blueprint | RETAIL

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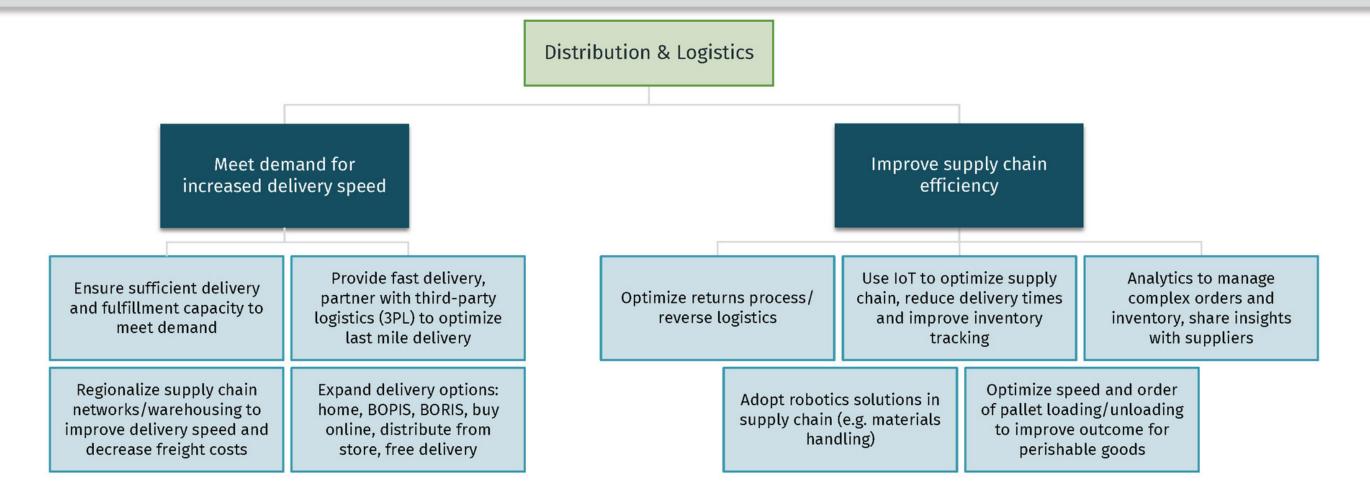
Improve operational and supply chain efficiencies

Initiative

Function

Strategy

Goal

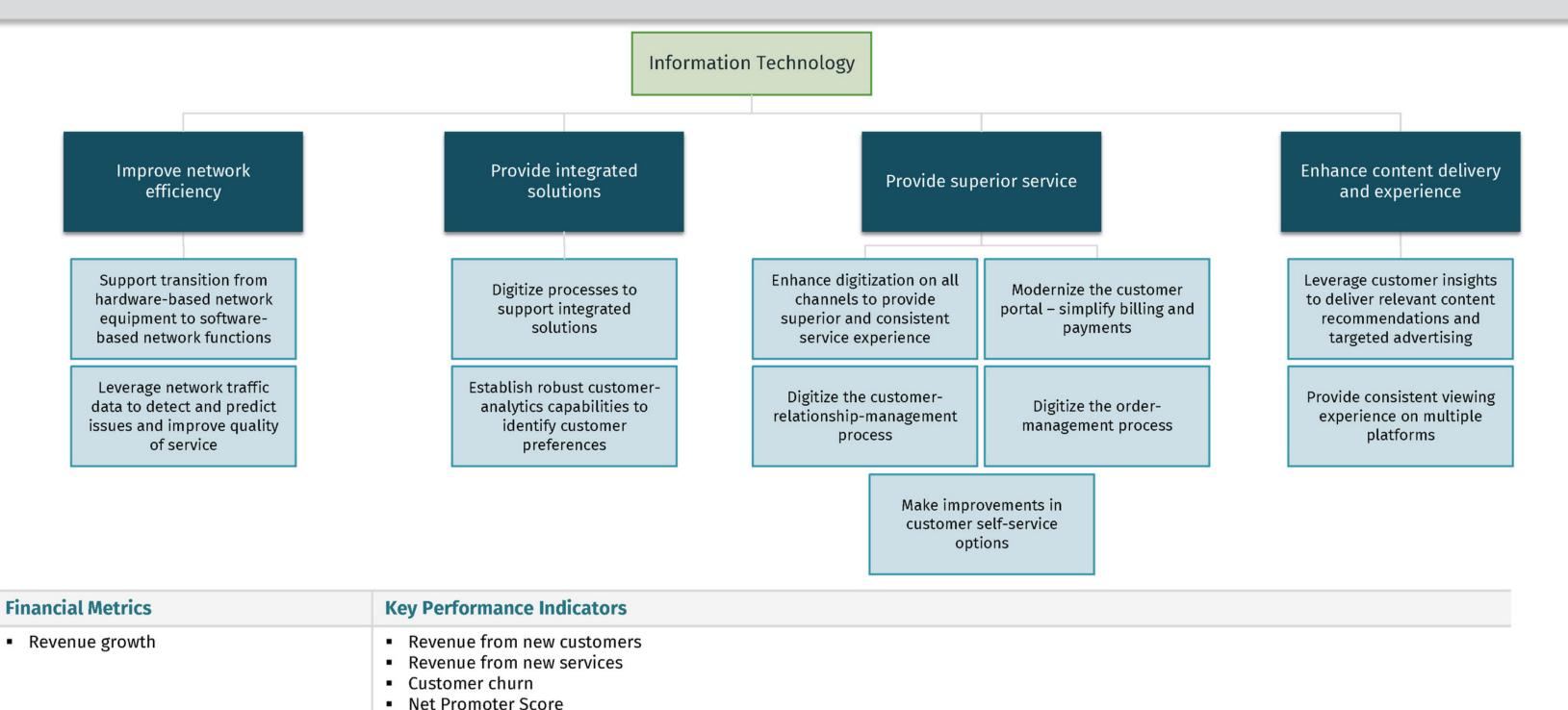


Financial Metrics Cost of goods sold Days in Inventory Fixed asset utilization Key Performance Indicators Corder management/Order fill rate On-time delivery Maintenance on logistics assets Maintenance on logistics assets

Industry Blueprint | TELECOMMUNICATIONS

Enhance customer experience

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Initiative

Business Function

Strategy

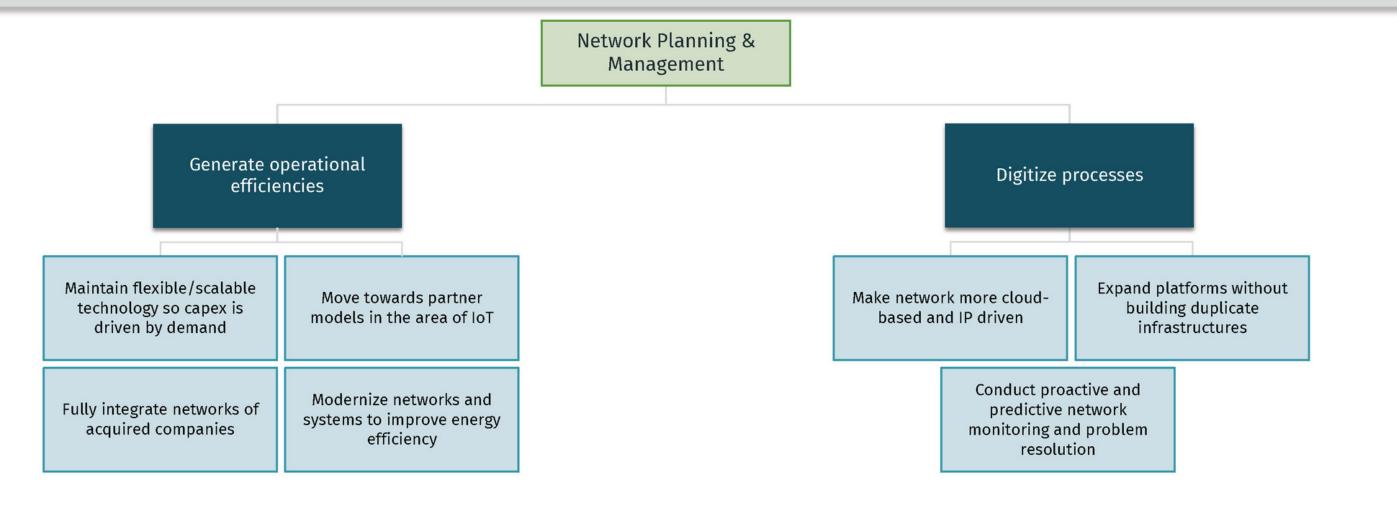
Goal

Industry Blueprint | TELECOMMUNICATIONS

Improve margins and cash flows

Function

← Back to Strategies



Financial Metrics Cost of goods sold Fixed asset utilization Labor cost Overhead expense Maintenance expense Infrastructure utilization Fixed asset utilization Network downtime Initiative Business Strategy Goal