

2008

Extraordinary Loyalty

Focus your sales and relationship strategies to drive client loyalty to world class levels.

A global commercial insurance broker consistently landed major accounts based on their technical expertise, but failed to penetrate additional lines because of recurring gaps in their relationship management strategy. A state-of-the-art loyalty measurement system gave them the information they needed to fine tune their approach and expand their share with clients.



Sales Optimization: Case Study
Customer Research Center



A commercial broker faced a difficult problem with insufficient information to reach a solution. They needed to evaluate price and value to reduce attrition among their largest accounts. The Customer Research Center installed a client loyalty measurement system that provided the information and the analytics to understand that price was not the issue with these major accounts. The critical driver of attrition was a lack of time invested in comprehensive account strategy reviews with the client. Clients wanted to know that coverage levels were customized for their unique business needs. Client loyalty improved and pricing discounts were avoided.

Customer Research Center

Experts in
sales process
optimization.

“We discovered price was not the main driver for our market position, clients wanted more of our time and expertise; and were willing to compensate us for our skills.”

Contact the Customer Research Center at:

176 Broadway, Suite 9C
New York, NY 10038
Phone: (646) 325-3329
Email: info@customerresearchcenter.com