



## TRANSFORMING A DISTRIBUTION CHANNEL

- **Client:** A global insurance company
- **Business Area:** Sales and distribution
- **Opportunity:** Create and deploy a “narrow and deep” distribution strategy to penetrate the US Life Insurance market by investing in relationships with a small number of large Brokerage General Agencies (BGAs)
- **Approach:**
  - Designed and executed a “voice of the broker” interview process
  - Launched key BGA relationships with dedicated operational (new business) teams and tailored information technology linkages
  - Deployed an “account review” process to measure key indicators of each BGA account relationship and target mutual opportunities
- **Results:**
  - Pilot BGA's production premium run rate (correlated to revenue) grew 7x (700%) in six months