

MUTUAL CAPITAL ANALYTICS

MCA can help your  
organization plan for success.

*The information  
you need to  
drive smarter  
decision-making*

## Competitive Market Assessment

Carriers in every marketplace are becoming more and more sophisticated in the creation and deployment of their product. Creating and deploying best in class product demands a rigorous approach, beginning with a thorough market assessment that examines, identifies, and recommends product segmentation opportunities.

At MCA, we begin with an "outside-in" look at the product under review. We look at your key competitors, determine who is leading the industry, and understand what they are doing right. Then we conduct a gap analysis that shows you the difference between where you are now, and where you could be. Once we assess current market conditions we work with your team to recommend prospects for product segmentation and prioritized investment opportunities that can help you close the gap with your competition.

## We start with a road-tested, step-by-step structured approach:

### 01 Competitor Comparison

Know your competition. To get a clear view of the state-level marketplace, we conduct a competitor comparison. We conduct a carrier comparison deep dive into the rating algorithms of three key competitors, then compare the results to your business. You'll understand exactly where your class plan falls in the marketplace, see how your variables stack up against key competitors, and uncover opportunities where you can enhance your rating structure.

### 04 Setting The Road Map For Product Modernization

To ensure success we build a detailed, thoroughly defined road map that prioritizes the changes you want to make and identifies the resources we need to gather so we can implement these changes. Our release plan includes understanding data availability (from initial set up to post-launch monitoring), defining the resources required for implementation, and identifying the critical path sequence of events including programming, testing, and filing. In addition to identifying key milestones, our road map will help develop a prioritized list of changes to your class plan including expectations and ROI calculations.

### 07 Ongoing Product Management

To gauge success in the market we set realistic expectations using market basket data and measure performance accordingly. We identify business segments with the most quote flow, capture key metrics, and report on post-launch performance relative to our shared expectations.

### 02 Product Factor Deep Dive

Our deep dive will examine the factor curves for existing variables to explore possibilities for additional segmentation lift and to analyze the variables that are currently missing from your class plan. You'll gain visibility into your pricing curves compared to other competitors and learn where you are being out segmented and where it matters the most.

### 05 Implementation

A successful launch requires we integrate the overarching product strategy with every touchpoint within your organization, from underwriters and sales to IT. To understand areas of impact we create current and future workflows. We highlight the rating screens where new work will be introduced to ensure to consistent order of operations defined by your rating algorithm. We identify potential impacts to your team, and create guidelines that outline how underwriters should handle new referrals. We partner with your IT team and business analysts to identify business requirements to minimize downstream impacts.

### 03 In-depth Class Plan Review

Our class plan review of your most recent rate manual unpacks exactly how well your current rating algorithm is working compared to industry. We'll provide an executive summary of our findings, backed by a detailed review that explains key areas of focus, and uncovers specific areas for future enhancement.

### 06 Post Monitoring

How will your new product perform in the marketplace? Post-Monitoring reports provide visibility and eliminates guess work. We develop reporting tools that capture key metrics so we can measure performance relative to expectations. Our continuous post-monitoring reports provide the up-to-date data you need to gauge performance.

## A Track Record of Success


We've helped conduct successful Market Assessments for Mutual Companies including:



*Instead of opinions about your market, get real answers. MCA can help.*

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*We get it. Using opinions to assess the market isn't just hard. It can lead to bad decision-making. But you don't have to go it alone. The people of MCA are here to help provide the data, the perspectives, and the insights you need to drive informed decision-making in your company.*



## Turning Insight Into Outcomes