

Accenture Life & Annuity Analytics Series: Product and Market Demo Video/Podcast Transcript

Welcome to Accenture Life & Annuity Analytics, the first analytics solution designed specifically for life and annuity carriers. Accenture Life & Annuity Analytics provides a suite of powerful insights across 5 industry domains that can help drive better outcomes for your business.

In this video, we'll explore the Product and Market domain and show you how you can increase revenue and profitability by targeting optimal markets with relevant products.

Market Potential Dashboard compares your sales performance against the market using external market data from publicly available sources and similar data from ALIP.

The chart on the left compares your market share to market potential for a specific state. And using the same state, the chart on the right compares your past 4 years' sales growth to actual market growth.

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A large, bright green chevron graphic pointing to the right, positioned behind the text "High performance. Delivered.".

High performance. Delivered.

Let's take a deeper look. Selecting the state of California, you see from the size of the red bar that the market potential is double your actual sales, which indicates performance lags market potentials and signals a significant opportunity.

Looking to the right, you see that in the past 4 years, the market has increased by 16.5%, while sales have decreased by almost 19%, indicating an increase in sales efforts specifically in California is warranted to capture additional growth potential.

The Market Potential Dashboard leverages combined data from external sources and your internal systems and can also be used to trigger actions such as sending alerts to marketing management systems.

Watch additional use cases and learn how Accenture Life & Annuity Analytics can help boost your business performance. Visit [Accenture.com/LAAnalytics](https://www.accenture.com/LAAnalytics)