

Identifying Frontline Behaviours that 'Move the Needle'

Blackdot helps a nationwide insurance company assess frontline sales effectiveness and identify high-performing behaviours.



CHALLENGE

Facing evolving buyer behaviour and emerging competition in a rapidly changing market, a leading insurance company with 30 branches nationwide was experiencing a decline in its client renewal and retention rate. The company identified frontline capability as a key strategic thrust however it was unclear where to invest in capability uplift.



SOLUTION

Blackdot conducted its Frontline Behaviours Benchmark across 250 of the company's frontline brokers. Our consultants assessed brokers across seven key frontline behaviours, including how they prioritise and target customers, demonstrate value and control the end-to-end sales process. The benchmark results were then correlated to performance data, including those quantifying new business acquisitions and on target performance, before being assessed against external Blackdot benchmarks.



RESULTS

- 50% of frontline staff identified as ineffective
- Identification of the key differentiating behaviours of higher-performing brokers. Those rated 'Competent' and 'Expert' on behaviours 'Prioritise Sweet Spots' and 'Gain Decision Makers Access' sold 27% and 31% more than those rated 'Foundation' or 'Proficient'
- Two-thirds of brokers were rated 'Foundational' or 'Proficient' on 'Prioritise Sweet Spots' and 'Gain Decision Makers Access' behaviours.