

# Efficiency Booster

IMPROVING ONLINE LEAD CONVERSION OF A MAJOR BROKING FIRM

## The Context

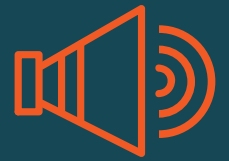
- Low lead conversions
- Use of predictive analytics and lean principles to identify waste
- Low engagement of stakeholders
- Low absolute throughput

## Our Approach



Applied lean principles for identification of waste

Engagement through a VOC exercise



Tracking and monitoring through a performance management tool

## Impact & Benefit

Potential for increasing absolute throughput by 25%

25%

Multiplier impact on cost savings due to higher conversion, sales efficiency and thus, more brokerage



Potential for at least doubling the current lead conversion efficiency

100%

Facing efficiency-related issues? Talk to us today