

# J.D. POWER

## Intelligent Match



Successful customer acquisition demands being in the right place with the right price. Successful customer acquisition with **retention** in mind demands that the customer knows upfront what to expect from the insurer beyond price.

Customer acquisition is key to success in today's marketplace. With more access to information and choice than ever, the option to select products and experiences based on each individual customer's preferences is extending into new markets. Insurance should be no different.

So how can a customer know that what they are buying is what they are looking for? How do consumers reduce the risk of making a poor choice for them? How do auto insurers improve retention by ensuring they are living up to each customer's expectations?

### J.D. POWER INTRODUCES INTELLIGENT MATCH

Intelligent Match combines more than 20 years of J.D. Power insurance consumer data and insights to deliver a cutting-edge technology platform that enables users to match shoppers with the right auto insurer based on individual service preferences. The Intelligent Match platform puts more data in the hands of customers, insurers, and agencies allowing for better decision-making and a better customer-insurer relationship.

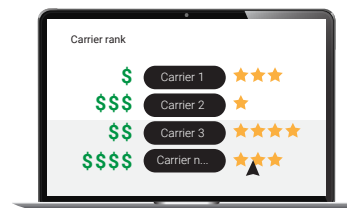
### HOW THE INTELLIGENT MATCH PLATFORM WORKS



More than 20 years of independent insurance consumer satisfaction and experience data and insights are aggregated and evaluated using J.D. Power proprietary index model



Customers identify the service preferences that matter most to them when selecting an auto insurer



The algorithm identifies which auto insurer best fits their preferences allowing them to make a more informed decision

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## Leverage the Power of Intelligent Match

There are numerous applications for the Intelligent Match data and platform including:

- Digital agencies
- Lead generators
- Insurance acquisition platforms
- Prospective customer scoring
- Lead valuation
- Technology platforms
- And more...



### INTELLIGENT MATCH IN ACTION

Our Intelligent Match platform is fueling DealerPolicy's FastPass app by using our advanced matching algorithm to pair customers and their preferences with carriers that suit them best.

If you're interested in learning more about how you can harness the power of personalization to improve business processes and decision-making, **contact us today.**