

J.D. Power Insurance Intelligence MonitorSM



**J.D. Power and Associates
Web Intelligence Research Division**

J.D. Power Insurance Intelligence MonitorSM



The J.D. Power Insurance Intelligence Monitor is the first social media intelligence solution designed to provide real-time competitive analysis for the Insurance industry. The tool blends social media analysis with J.D. Power's industry-wide benchmarks to provide an in-depth view of consumers' perceptions across a range of key business issues.

But by using "buzz" monitoring applications, they may only be exploiting **the tactical power of social media**. J.D. Power combines a decade of insurance industry expertise and proprietary technology to **provide deeper, objective insights that unleash the other, more strategic power of social media**.

The J.D. Power *Insurance Intelligence Monitor* provides distinct advantages:

- **Industry expertise**—J.D. Power leverages 10 years of insurance industry expertise and 5 years of social media research experiences to provide social media insights that insurance industry product planners, brand managers and marketers need
- **Alignment with J.D. Power's Voice-of-the-Customer Benchmarks**—The tool provides information on an ongoing basis about the key performance drivers in J.D. Power's industry-wide benchmarking research studies.
- **Comprehensive, clean data with quantifiable metrics**—The Monitor provides access to relevant data starting January 2008, which can be used to do periodic comparisons and seasonal trend analyses across many core metrics.
- **Flexible solution with no set-up cost**—The web-based tool easily fits in clients' existing technology environment and enables users to easily customize views, export data and images.
- **J.D. Power Analysts**—Our insurance industry analysts and social media experts can assist you to better understand and leverage the information that surfaces while using the tool.

The J.D. Power Insurance Intelligence Monitor goes beyond simple monitoring, enabling marketers, brand managers, and product developers to drill down into a large volume of the highest-quality data and turn social media information into action.

"J.D. Power Web Intelligence is a good fit for companies looking to **integrate existing segmentation efforts and social media analysis.**"

"J.D. Power Web Intelligence was rated as a Strong Performer because of **superior text mining and market segmentation capabilities.**"

**Suresh Vittal,
Zach Hofer-Shall, and
Emily Bowen, Analysts
Forrester WAVE Study**

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The **Insurance Intelligence Monitor** is a Web-based tool that uses proprietary technology to analyze **millions of unbiased, online conversations (blogs, boards, micro-blogs, open forums, etc.)** covering **major insurance brands** across **key business issues** to provide a **deeper understanding of consumers**:

- Covers 13 leading brands across the industry
- Competitive analysis across 19 key conversation drivers
- Updates every 24 hours
- Relevant topics regularly updated and analyzed by industry experts
- Comparative sentiment and demographics (age and gender) information at all levels
- Drill down to verbatims for deeper analysis
- Customizable graphing within pre-designed views
- Trended data from January 2008 to present



The **Insurance Intelligence Monitor** utilizes an intuitive dashboard interface and customizable graphs with exportable data for use by marketers, brand managers, and product planners.

Did you know?

About two-thirds of insurance shoppers seek consumer opinions online before making purchase decisions. Forward-thinking insurance companies must **capitalize on millions of social media conversations** to **inform their strategic initiatives** across business functions: marketing, brand management, product development and customer service.



For more information regarding the Insurance Intelligence Monitor or other J.D. Power Web Intelligence products and solutions, please contact:

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