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COMPARE

DRIVING EXCELLENT CLIENT OUTCOMES



Introduction to Compare

Compare is a financial product comparison solution, designed to help frontline staff deliver excellent customer service, via a visual comparison of features against independently set benchmarks. Once deployed, Compare can provide powerful management information back to the business and help to create compelling propositions, or aid in training programmes.

“

Compare enables us to identify variations in insurance cover levels. This means we can highlight differences to the customer, showing them what sets Mercedes-Benz apart from the rest of the market. Defaqto is becoming more widely recognised by our customers and this helps with the conversations that we have in our contact centre and through our website.”

Sophie Jones, Insurance Product Manager, Daimler Insurance Services UK Ltd (September 2016)

Provide comparisons across channels and business models

Compare can be deployed across both advised and non-advised business models, as well as in branches, call centres, on your website or intermediary extranets. Compare contrasts your

product against a competitor's, through our Star Ratings and traffic light system, enabling customers to make an informed decision about which product would best fit their needs.



Branch

Compare can be used as a **visual demonstration** by client-facing staff, to show the difference between a range of products that you offer, or against the customer's current provider to help **aid decision-making**.



Call centre

Staff can quickly compare products, enabling them to communicate differences in the **features, benefits, rates** or **cover levels** to demonstrate your product's **ability to meet the customer's needs**.



Website

Compare can be **integrated into your website**, adopting your style sheets and branding for a seamless user experience and allowing consumers to understand the **benefits** of your product before applying or requesting a quote. Information can be displayed about the independent nature of the data, to reassure potential customers that you are being open and honest, **encouraging trust within your brand**.



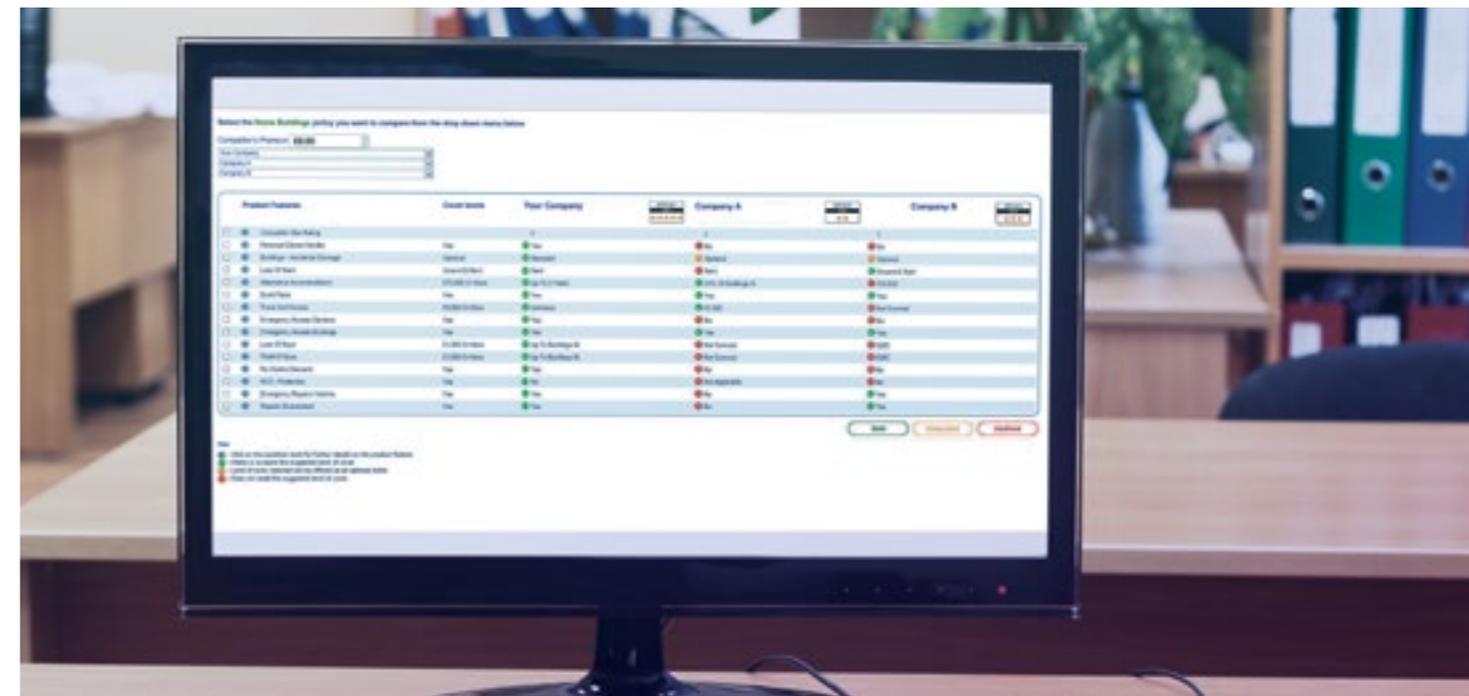
Extranet

If your business model includes brokers, Compare can be **integrated within existing extranets** to provide the same benefits to your brokers, as to your employees, **ensuring a consistent brand experience**.

Whole of market, independent data

Every day, Defaqto collects and updates comprehensive data on **20,000** banking, life, protection and insurance products. We have **60 analysts** who spend **400 hours** a day updating our data, and our robust processes mean you'll always have the most up-to-date information. In addition to market

data we also benchmark and rank products using our unique Data Numerical Analysis (DNA) system. We independently score each **product, feature** and **benefit**. This scoring system powers the visual comparison display within Compare that allows frontline staff to highlight the appropriateness of your product.



Reduce data accuracy risks

Defaqto has engaged The Consultancy Consortium (TCC), an independent consultancy who specialise in the interpretation of regulation and compliance to assess Compare and its use by financial institutions. They examined the 'risks' of deploying Compare in both the advised and non-advised business models. TCC have stated that they can see how the introduction of Compare removes certain risks relating to the accuracy and timeliness of competitor information used in frontline operations.

Powerful reporting

Every time a selection is made, Compare records this and the supporting analysis tool can provide **valuable insights** into the most frequently compared features, the main competitive products and how your staff are using the system. This data can be used to feed into **product development teams, marketing functions**, or for reporting to the business and **identifying training needs**.

Compare at a glance

- Comprehensive, independent data on **20,000** banking, life, protection and insurance products
- Robust data collection processes to ensure that data is verified and **updated daily**
- Ability to include Defaqto Star Ratings to convey an **unbiased** view of your product
- **Independent** recommendation of the features and benefits chosen to compare products
- **Intuitive, easy-to-use** and **web-based**, Compare can easily be integrated into existing processes, websites or extranets
- Allows up to **three** products to be compared at any one time
- Flexible and configurable, Compare can be **tailored to your needs**
- **Management Information** directly from frontline to inform business decisions
- **Compliance support** to ensure the solution meets all your business' compliance requirements
- Dedicated **Account Management support** to advise on best practices, support implementation and usage to ensure you get the most out of your solution

About Defaqto

Defaqto is a financial information business, helping financial institutions and consumers make better informed decisions.

Our independent fund and product information helps banks, insurers and fund managers with designing and promoting their propositions. We analyse more than 30,000 financial products in the UK. These products change on a daily basis, and our customers need help with keeping track of this.

We have been doing this for over 20 years, and we have 60 analysts spend 400 hours a day monitoring the market. They ensure that the information we provide is accurate and up to date. Our experts have done all the hard work so that financial institutions and consumers can make better informed decisions.

1. Collect	2. Analyse	3. Create	4. Support
We collect financial data from across the whole market.	We use our expertise and insight to analyse this data and make it comparable.	We create a range of products and services to deliver this information in a meaningful way.	We help consumers make better financial decisions and help the finance sector create, manage and distribute products.



“Partnering with Defaqto has been one of the best business decisions our Company has ever made. Defaqto’s superb team have offered a consultative approach meaning our changing needs have consistently been identified and effectively handled. Both Defaqto Compare and Star Ratings have undoubtedly helped Uinsure write more sales via our Financial Adviser target audience. Consequently, I would highly recommend Defaqto to those seeking better conversions as the excellent point of sale aids truly make a difference to the selling process.”

Jason Berry, Sales Director, Uinsure



Want to know how Compare can help your frontline staff deliver excellent customer service?

To request a demo get in touch:



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www.defaqto.com/provider

Please contact your Defaqto Account Manager
or call us on 0808 1000 804

defaqto.com



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