



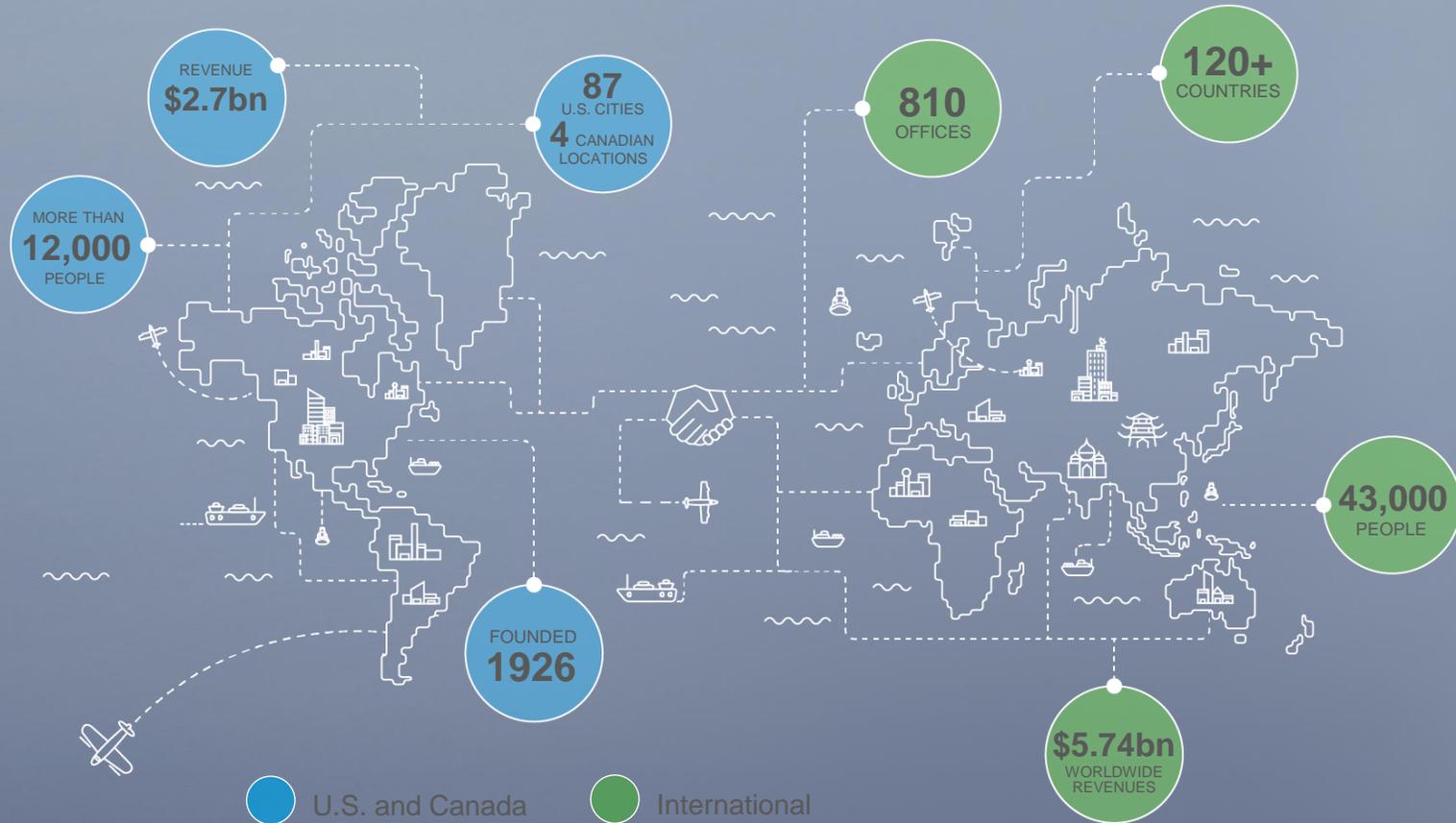
OPERATIONALIZING CUSTOMER EXPERIENCE

SPECIALTY FINANCE

Oct. 2021



Fifth largest audit, tax and consulting firm in the U.S. First Choice Advisor to Specialty Finance



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RSM's Industry Insights provide an in-depth view into the trends that are impacting Specialty Finance industry.



The *Real Economy: Industry Outlook* provides insights developed by our RSM US LLP senior industry analysts, a select group dedicated to studying economic and industry data, market trends and emerging issues facing our clients' industries.

Recent publications:

- How Specialty Finance companies can improve their customer experience
- Auto Finance: The importance of being service-oriented
- Specialty finance turbo-charged by FinTech



TODAY'S SPEAKERS



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RSM BOARD SURVEY ON DIGITAL TRANSFORMATION



Digitization will be critical to success in 2021 and beyond, so we asked 188 public company Directors to give us an overview of the opportunities and challenges they're discussing in the boardroom.

Technologies directors deem most important to their organization's success



1

Data analytics



2

Artificial intelligence



3

Machine learning



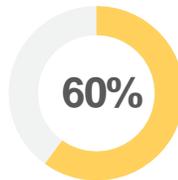
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Robotics & automation

Directors list talent as the main barrier to their company's digital transformation



Directors who say **"Improving customer experience"** is the primary business objective for pursuing digital technologies

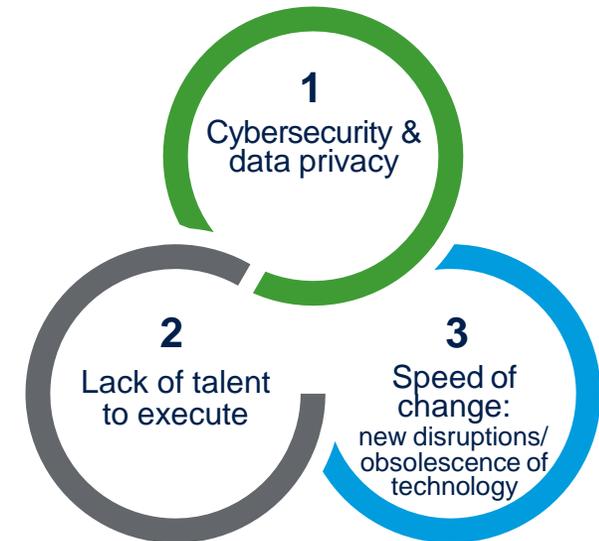


Board members who say their organization is lagging digital leaders in their progress



Boards that have been increasingly integrating digital transformation into their strategic discussions over the past two years

Top 3 risks associated with operationalizing digital transformation



AT A GLANCE: CUSTOMER FOCUSED STRATEGY BENEFITS

Customer satisfaction is not the only benefit organizations attain when they build a customer focused strategy and business.

86 percent

of buyers will pay more for great customer experience

Customers who experience poor service are

8 times

more likely to shop



Customer focused companies are

rewarded:

- Companies that deliver the best customer experience also deliver the greatest financial performance
- Customer acquisition costs are lower for companies with high satisfaction

CUSTOMER EXPERIENCE FRAMEWORK

RSM's fact-based approach accelerates customer-centric strategy planning and execution. Together we will Discover, Design and Develop experiences to transform your organization, converging traditional models, creating innovative and personalized products, services and experiences.



DISCOVER *the future*

Initial discovery of potential opportunities through stakeholder feedback, industry insight and Art of the Possible workshop collaboration



DESIGN *your vision*

Creation of the customer journey map, defining the customer experience will indicate areas of impact, high-level initiative summaries will provide a basis for prioritization of key initiatives



DEVELOP *a roadmap*

Prioritized initiatives serve as the foundation to build a future state customer experience roadmap, work plan, and operating model

DESIGN *your vision*



Creation of the customer journey map, defining the customer experience will indicate areas of impact, high-level initiative summaries will provide a basis for prioritization of key initiatives.



DESIGN *your vision*

Activities

- Build a customer journey map that outlines the desired To-Be customer journey-based output from the Art of the Possible workshop, interviews and the client's digital strategy
- Socialize customer journey map and discuss priority Moments of Truth
- Identify projects from the customer journey map and the desired future state vision
- Develop high-level initiative summaries to assist with prioritization efforts

Work products & deliverables

- High-Gloss Customer Journey map & personas
- Catalog of identified initiatives recommended to execute on Fortegra future state vision
- High-level priority project summaries



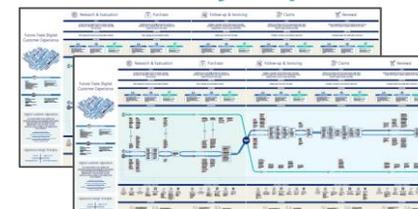
Customer Personas



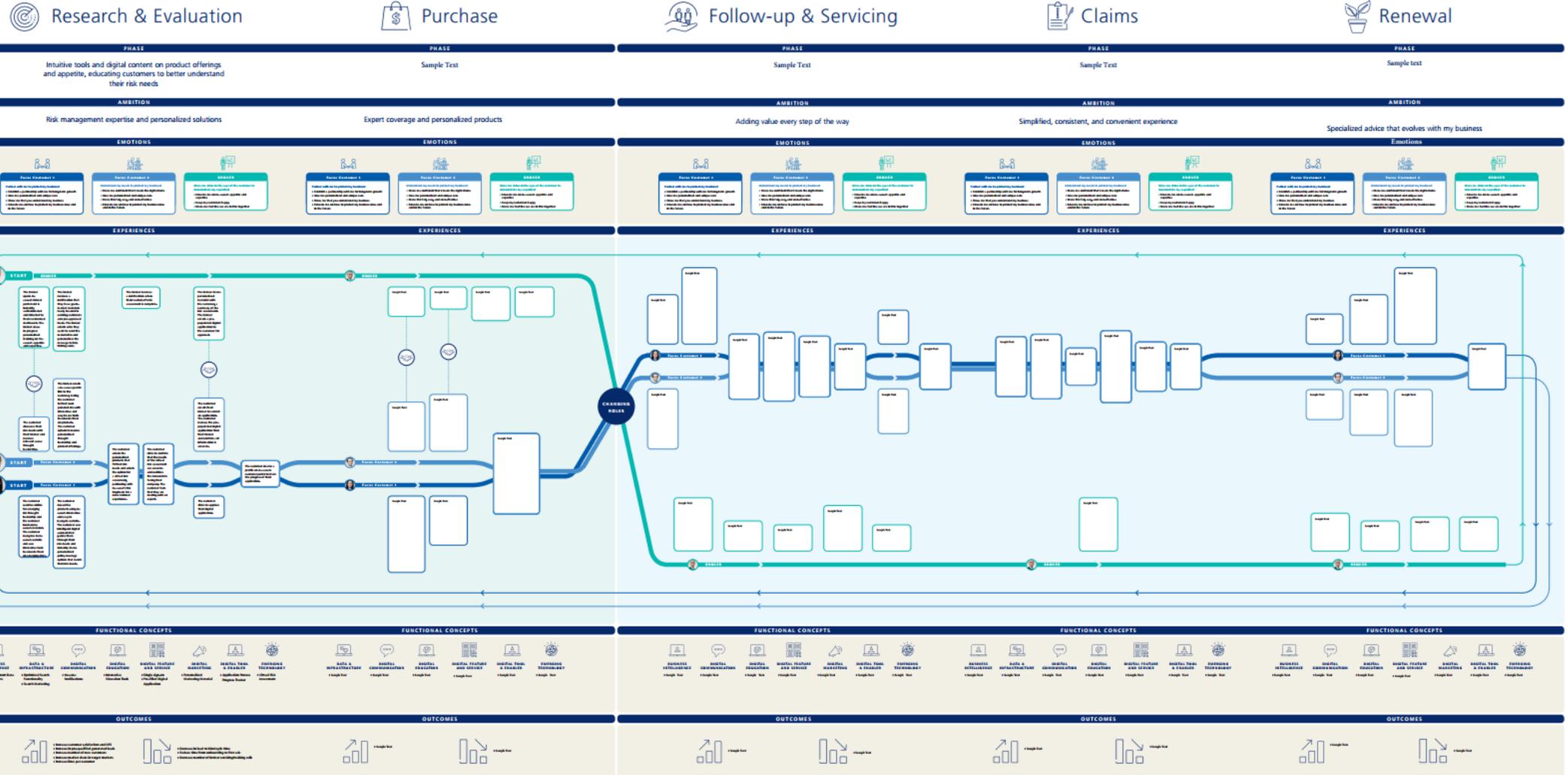
Catalog of Initiatives



High-Gloss Customer Journey Map



ILLUSTRATIVE HIGH-GLOSS CUSTOMER JOURNEY MAP



Future State Digital Customer Experience

Consistent Choices
 Fair Account Information
 Access to Risk Management
 Minimal Effort
 Personalized Service
 Digital Content
 Intuitive Tools
 Collaborative Decision Making
 Personalized Products
 Expert Coverage
 Adding Value Every Step of the Way
 Simplified, Consistent, and Convenient Experience
 Specialized Advice that Evolves with my Business

Customer Persona

My persona is a 45-year-old male, married, with two children. He is a professional and has a high income. He is looking for a life insurance policy that can provide for his family's future needs. He values personalized service and digital content.

Customer Persona

My persona is a 35-year-old female, single, with one child. She is a professional and has a high income. She is looking for a life insurance policy that can provide for her family's future needs. She values personalized service and digital content.

Digital Customer Experience

Our customers want to feel confident and assured their insurance carrier will adapt to their evolving needs and provide more personalized services. We will deliver on four key drivers of brand preference in order to deliver to the evolving needs of our customers:

- HOLISTIC SOLUTIONS
- INTUITIVE CUSTOMER EXPERIENCE
- PERSONAL OFFERS AND PERSONALIZED SERVICE
- SERVICE INNOVATION

Experience Design Principles

- SPEED
- SIMPLICITY
- TRANSPARENCY
- RESPONSIVENESS

DEVELOP a roadmap

Prioritized initiatives serve as the foundation to build a future state customer experience roadmap, work plan, and operating model.

DEVELOP a roadmap



Activities

- Determine required digital capabilities using prioritization methodology based on level of effort, investment and impact
- Hold prioritization workshop to review potential projects
- Identify impactful “Quick Wins”, resulting in near term successes of the customer experience digital transformational journey
- Create and socialize multi-year roadmap with effort / resource estimates
- Iterate roadmap based upon stakeholder feedback
- Develop of customer experience work plan to execute on the customer experience strategy and replicate for additional partners
- Knowledge transfer

Work products & deliverables

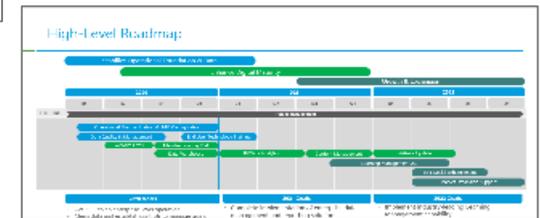
- Prioritized matrix of initiatives
- Executable roadmap with timelines and key milestones
- Phase 2 Customer Experience work-plan
- Knowledge transfer documentation



Prioritized Matrix of Initiatives



Execution Roadmap of Prioritized Recommendations



OUR CUSTOMER EXPERIENCE TEAM



Our Specialty Finance team has extensive knowledge of the industry and helps our clients make their dream for the future a reality.

Our Experience

- For more than 40 years, RSM has focused on the specialty finance industry as a primary target area for our national and international practice. Our industry practice includes audit, tax, and consulting professionals who serve more than 2,200 specialty finance clients and spend over 470,000 hours annually servicing the industry.
- We are the leading firm to the specialty finance industry and the fifth largest professional services firm in the United States; globally we are in 116 countries.
- RSM is the preferred provider for most private equity groups and lenders which service the specialty finance industry.
- RSM is actively involved in the specialty finance industry, on both a national and local level, advocating on behalf of our clients with governmental and regulatory bodies. We hold professional appointments on numerous association boards, serve as subject matter experts on panels, and speak at industry conferences.
- We continually invest in keeping abreast of emerging issues and will proactively discuss industry emerging trends and risks that may impact your organization. For over 25 years, we have conducted the annual Specialty Finance Financial Performance Survey where results (for growth, funding, leverage, profitability, income and expenses) are presented at the American Financial Services Association (AFSA) Independents Conference for members and other independently owned finance companies.

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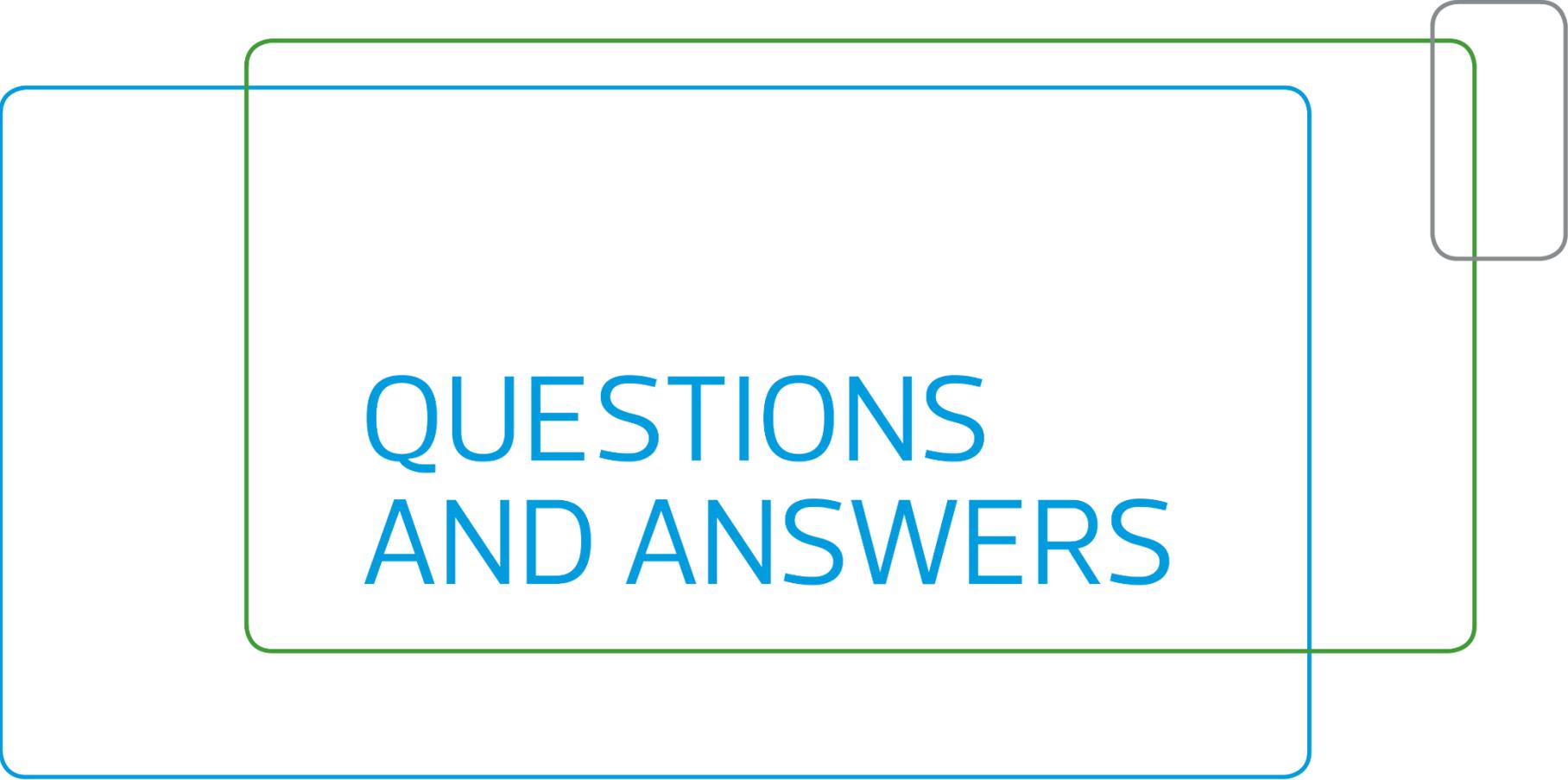
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POLLING QUESTION

- Are you interested in meeting with RSM professionals to further discuss the customer experience journey?
 - A. Yes
 - B. No



QUESTIONS AND ANSWERS

THANK YOU FOR
YOUR TIME AND
ATTENTION

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