

# YOUR DATA IS TALKING. ARE YOU LISTENING?

**Brokers with legacy systems in place suffer from a costly lack of visibility across the business.**

A typical broker today uses a system of record. It's a place just to key in information to generate invoices.

Novidea takes broking to the next level by bringing all your data into a single cloud-based platform. However, access to all this data alone is not enough. Brokers need to turn their attention to retention and loyalty by building better relationships and providing greater value.

You need to know what your data is telling you, including what's profitable and what's not.

Brokers also need actionable data to make timely and informed decisions with a focus on the customer experience - now more than ever.

Novidea turns data into powerful insights and knowledge, to help you understand and assess your business from every angle - every opportunity, where you're wasting effort, and what your next move should be.



## With Novidea, you know at-a-glance:

Who are your most profitable accounts/customers and why?

What are your loss ratios vs income?

Where you are charging too much or too little?

What are your KPIs and how close you are to your targets?

What line of business is profitable and why?

What products to recommend to which clients for successful up-sell and cross-sell?

## Where Actionable Intelligence Equals Powerful Insights and Knowledge You Can Act on.

Imagine one system to house all the data that is currently spread across your business. With Novidea, it's all in one place with a single workflow and business-wide reporting. At every step in the customer journey from front office to back office to the self-service customer portal, brokers can use the real time analytics overlaid with AI based insights to make key strategic decisions based on a 360-degree view of the business.



## Reporting on Anything, From Anywhere.

In addition to 500+ pre-built reports at your fingertips, Novidea lets you build custom reports - in seconds. Every field in the Novidea platform, whether a custom field or a core field, is completely reportable.



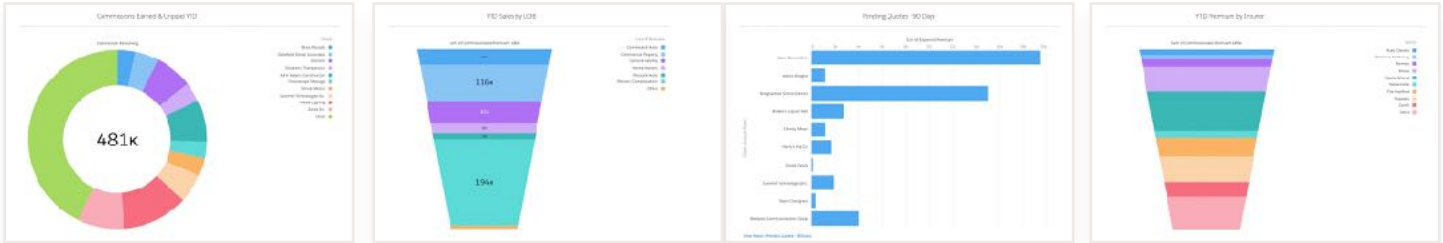
"Novidea brings transparency and efficient information management to what was a bog of spreadsheets and manual calculations. With real-time hourly, daily and monthly management reports we can now predict and track expected payment collection, premiums and commissions, fast auditing and resolution of discrepancies in the click of a button, instead of months because all of the information is housed on one single state-of-the-art system. "

Meir Mallel  
Head of Howden Guarantees





## The data you want, anyway you want it.



## Dashboards tailored to each role

The Novidea dashboards gives everyone at your brokerage the view of your business they need to be productive. Users can set up job-specific dashboards that present exactly the data they need at login. For your CEO, that might be new policies this month or current retention rates. Brokers might want to know their sales and commissions to-date.

All dashboards allow drill down to the most granular level and can be graphically presented however the user wishes, at a click of a button.

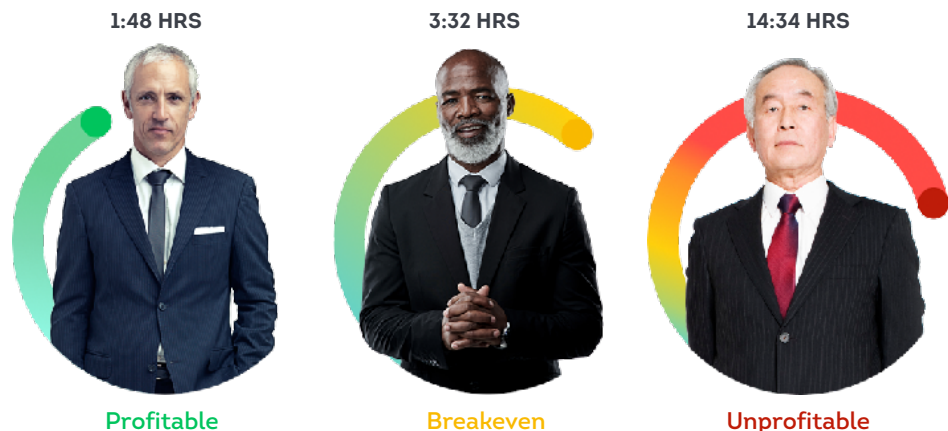


## Profitability Tracker for higher productivity and performance

Novidea has unique functionality to enable brokers to identify and nurture their most profitable customers and stop wasting time on money-losing business. The Profitability Tracker automatically calculates total time spent on a specific account. This includes time spent on policies, quotes, claims, email activity, in-person meetings or phone calls - any and all time spent on an account is tracked for that account. Even coffee breaks are taken into account!

*Which customers are profitable, break even, or unprofitable for the business?*

*What is the total income a customer brings us, the number of staff hours and resources the customer requires?*



The quantification of time, resources, and effort invested in the insurance portfolio relative to actual revenue provides critical insights and knowledge about the business, guides renewal strategy, pricing decisions, and management of staff's time and resources — all of which significantly impacts overall profitability and growth.

# A B C lways e ross-Selling

## ■ Cross-sell and Up-sell opens doors to growth

Insurance is a customer-centric business at its core. And brokers need to deliver more value via personalized portfolio recommendations to their customers in real-time. With Novidea you can put the power of artificial intelligence, machine learning and predictive analytics to work for your brokerage and your customers.

With an integrated system and 360-degree visibility across front office and back office,

Novidea automatically gives you the knowledge you need to grow revenue by uncovering hidden opportunities and finding new sales opportunities within your existing customer base.

By using Customer Intelligence, Novidea turns back office purchasing histories into front office up-sell and cross-sell which in turn pays significant dividends in terms of bottom and top line.



**Ready to Take broking to a whole new level?**

Contact: [salesuk@novideasoft.com](mailto:salesuk@novideasoft.com)  
[www.novideasoft.com](http://www.novideasoft.com)