

**Channel Impact is CACI's five year view of changing customer behaviour in insurance. It takes into account channel usage and behaviour, customer segments via Fresco, financial catchment changes and population projections.**

## FEATURES

Channel Impact has been built by analysing time series data from GfK's Financial Research Survey to look at changing channel behaviour for both managing accounts and arranging new products.

The responses have been linked to Fresco, CACI's leading financial services segmentation, aggregated and projected forwards over the next five years. The result is a series of propensity scores which are combined with population data and can be applied to both your customer base, as well as prospect

### By 2023:



**69%**

of products will be sold via digital channels.



**12m**

people will use price comparison sites to purchase new products.



**2.5m**

increase in the number of people using independent financial advisors.



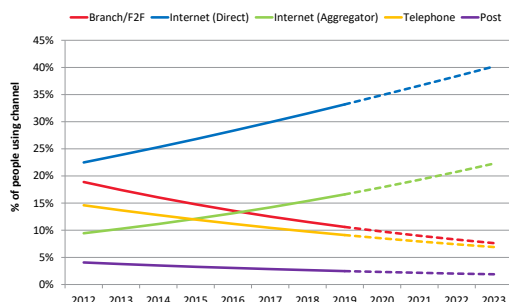
## WHY CHANNEL IMPACT?

- Available at individual level for coding onto customers and prospects
- Robust methodology from the innovators of individual level classifications
- Includes IFAs, aggregator sites and direct sales
- Uses the GfK Financial Research Survey – the largest and most widely recognised financial survey in the UK
- Projects data up to 2021 and each year in between
- Aligned with latest released figures from OFCOM
- Uses industry validated population projections (JICPOPS)



## APPLICATIONS

### TAKING OUT / RENEWING A GENERAL INSURANCE PRODUCT:



### ARRANGING INSURANCE THROUGH A PRICE COMPARISON WEBSITE

