

Redefining the Customer Experience for Guy Carpenter



By simplifying and re-engineering its sales process, And Partners helped Guy Carpenter empower its employees to win more business and build deeper relationships.

About And Partners

And Partners works with leaders in a variety of industries to build businesses, create and differentiate brands, and command a premium in the marketplace. Since 1999, we've developed a methodology that integrates branding, design, innovation, and technology to help our clients evolve in an ever-changing world.

In a period following uncertainty and turmoil in the insurance industry, reinsurer Guy Carpenter turned to And Partners to help develop practical, actionable ways to reinforce its solid reputation.

For this belief change engagement, And Partners adopted a holistic approach to the customer experience: from the way clients are prospected and converted, to ongoing thought leadership that reinforced Guy Carpenter's value.

Our strategic guidance was expressed internally and externally and helped Guy Carpenter differentiate itself, emphasize its values of quality and integrity, and establish a consistent platform for thought leadership communications.

Case Study: Guy Carpenter

A New Approach to New Business

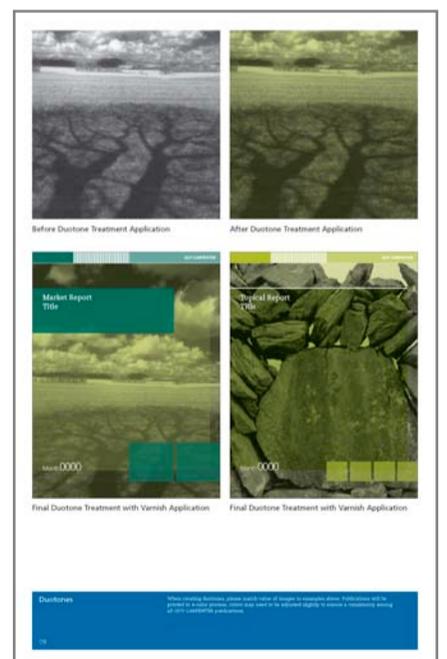
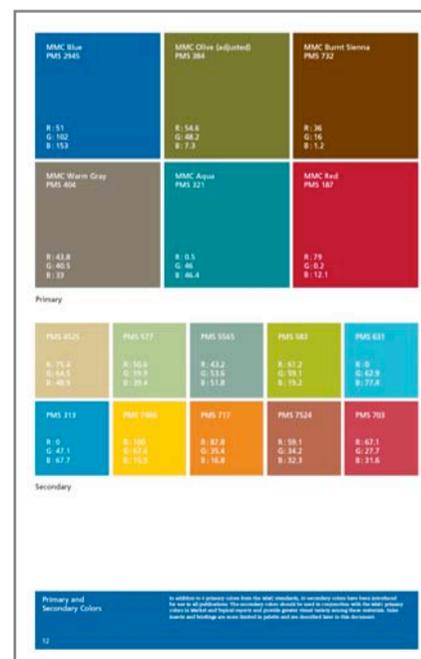
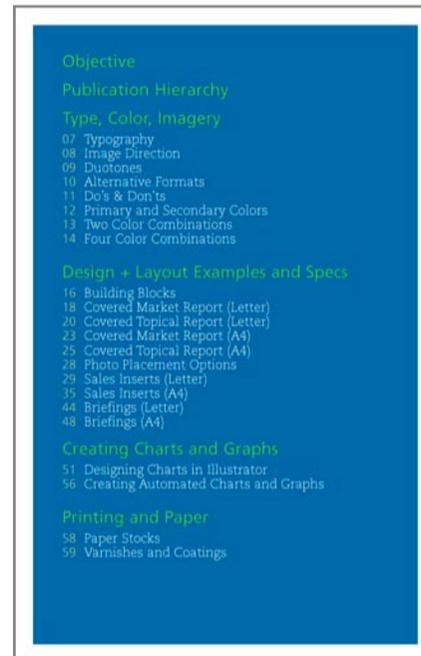
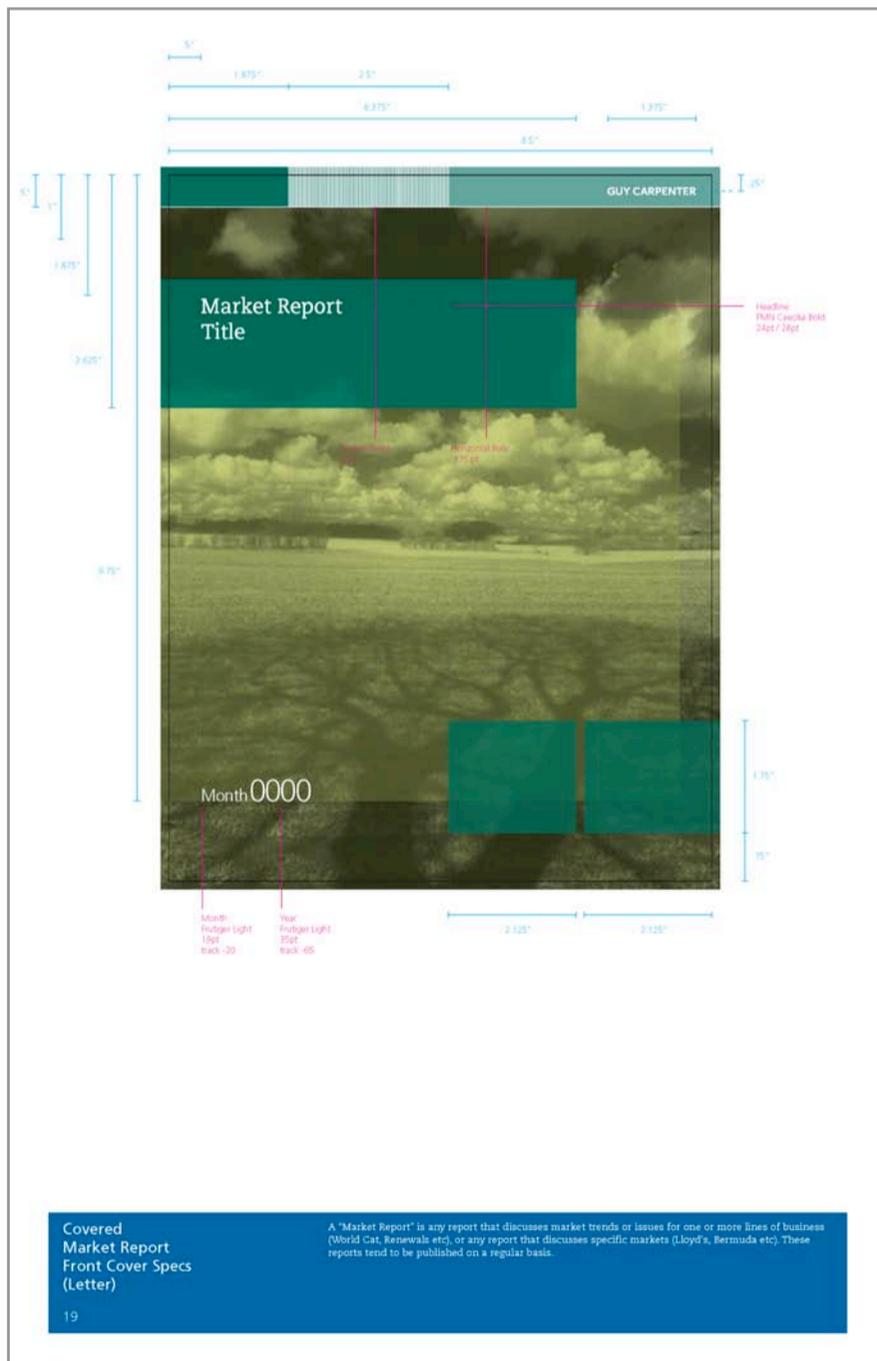
We began with an audit of a prospect's first experience: the proposal. We poured through hundreds of responses to request for proposals written by different salespeople to find common threads—messages that won business and helped the company grow.

Working closely with senior management and the sales teams, we also developed a workflow that simplified the business-development process.

This included:

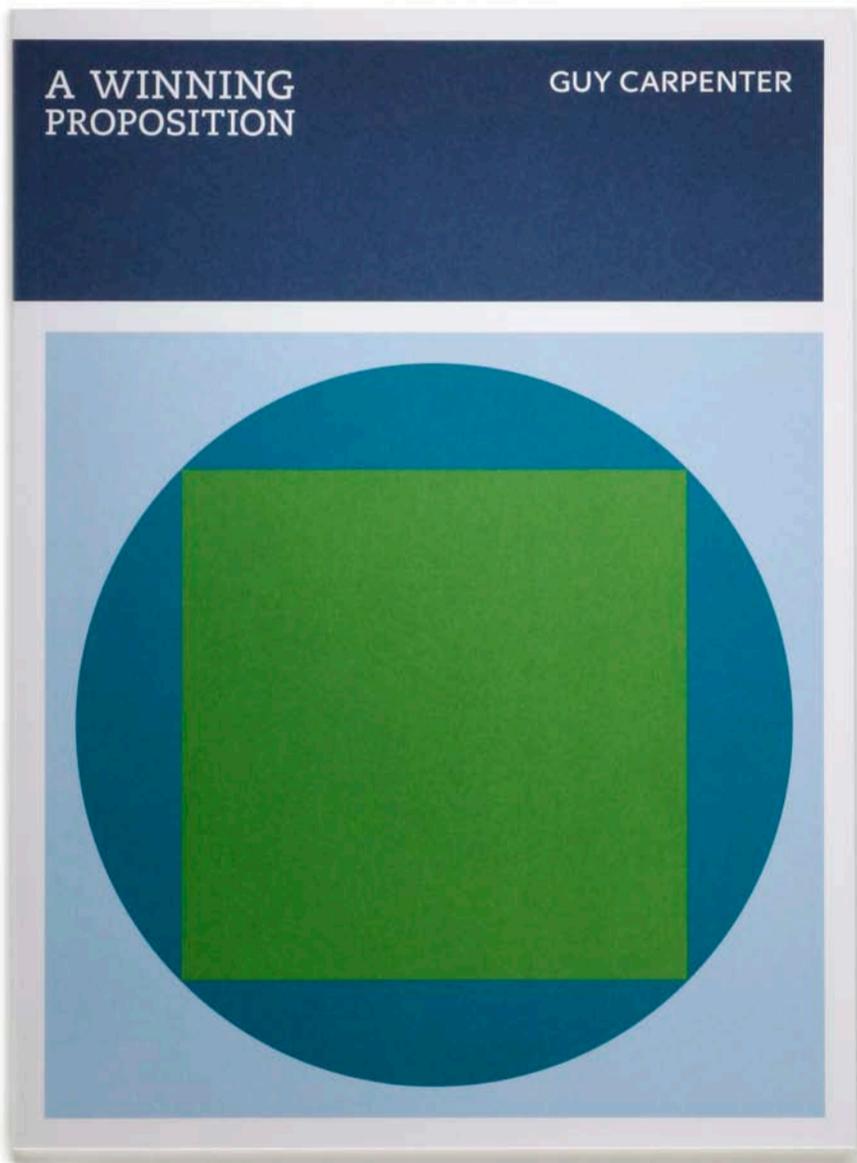
- A digital library of common RFP responses to ensure accuracy and consistency
- A library of universal graphics to make presentations more compelling and meaningful
- A process for best practices in written and oral presentations and checklists to ensure quality and consistency across the sales force

These changes improved sales processes and increased Guy Carpenter's percentage of wins immediately.



Consistent Global Thought Leadership

Part of the value that Guy Carpenter brings to clients is a unique perspective on the world's ever-changing risks. And Partners identified this thought leadership opportunity and redesigned delivery of this valuable thinking in more compelling ways.



Every month, Guy Carpenter publishes numerous market reports analyzing risk and trends around the world. We created a cohesive visual identity and tiered publication standards to unite them as part of a thought leadership program, making them more useful and memorable. The system included standards for graphic identity, typography, charting styles, usage of visuals, and paper stock to ensure consistency.

Our work also encompassed environmental design for meetings and conferences, ensuring brand consistency across client touchpoints.