

# Eleven Digital Limited

Our Methodology

# Understand

## Brainstorm / Discovery

- Understand & plan as-is and to-be state
- Marketing Taxonomy & Tracking alignment

## Prioritisation

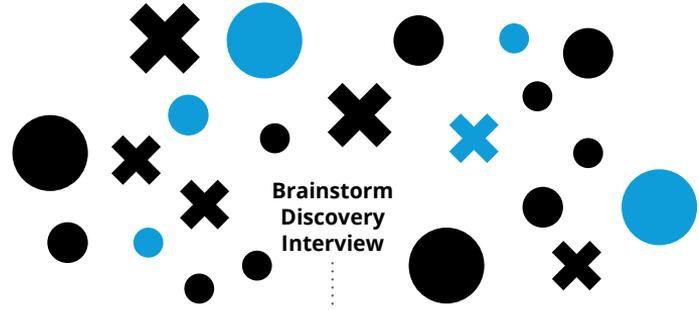
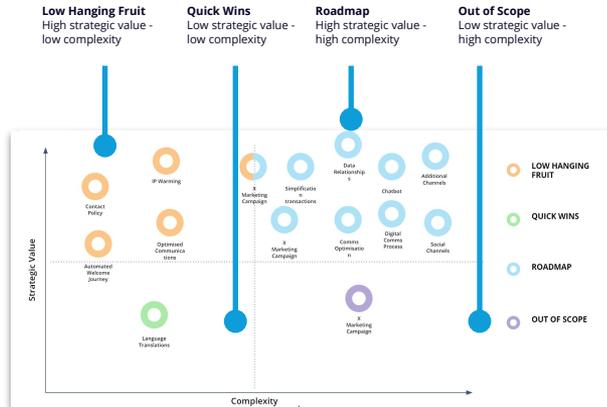
- Making sure the main project objectives are not derailed

## Business & Technology Alignment

- Making sure the required technology is available to support the business goals

## Best Practice

- Our Recommendations



# Design

## Technical Design

- Integration Design & Specification to align system capabilities & data
- Setting up a foundation for future expansion & integration

## Journey Plan & Wireframing

**Making life better.**



**Jason**

- Life Status**  
Married 2 years  
Helping 8-year-old children for another 2.5 years
- Job**  
Works in banking
- Insurance**  
Only covered by Company provided Medical Insurance
- Hobbies**  
Loves computer games, gets most of his news from digital media, loves to hike and hanging out with friends

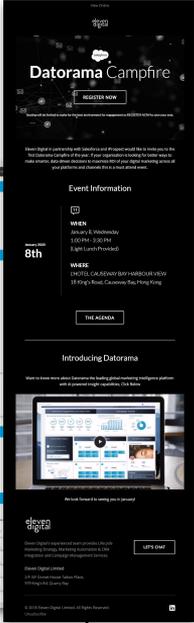
**Mind Set Change:**  
Moving Insurance from a task to a service

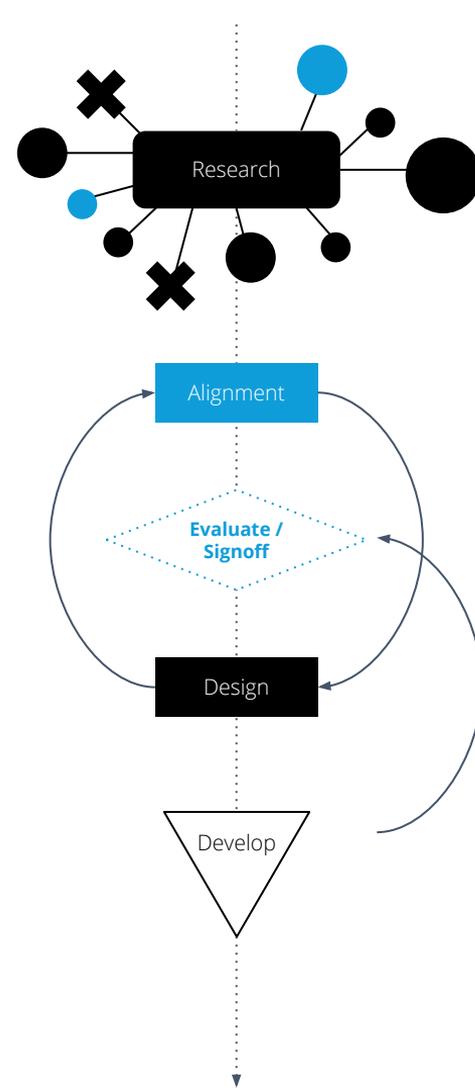
**Awareness**  
Jason and his wife live in TST. They try and take a big trip at least once a year. He recently went into hospital for his surgery. He found the whole claims process to be overwhelming and full of friction with the digital app. He starts talking to his friends and going to his research and gathering his friends' insurance being tedious, simple, smart, and discussing his friends' current finances and what they like to get recommendations.

**Consideration**  
After he narrowed down the companies that he believed suited him he investigated further. Firstly, he built in details to whether requesting quotes based on his background. He focused the ones that asked the least questions up front and gave the simplest to understand. Over the course of 3-8 weeks he kept adding more information about his choices as an email or some preferred digital platforms.

**Purchase**  
Now he had a better understanding of the ease of insurance all-back and what he needs he has set in motion to purchase Blue Insurance Welfare 55 as the easiest in the company, of the household income. Jason begins looking, comparing like information making his policy easier to understand and also helping him to know how to measure most of it. He also also to supplement the information the Blue has for more protection than other offers and to get expert advice on what he needs.

**Retention**  
Jason has the 123... in this received a really useful more cost enhanced the 100... Jason is able to communicate focused on based on investigate of their will go... As Blue has Jason and his wife are 40 more years along with... He decides that the product is...

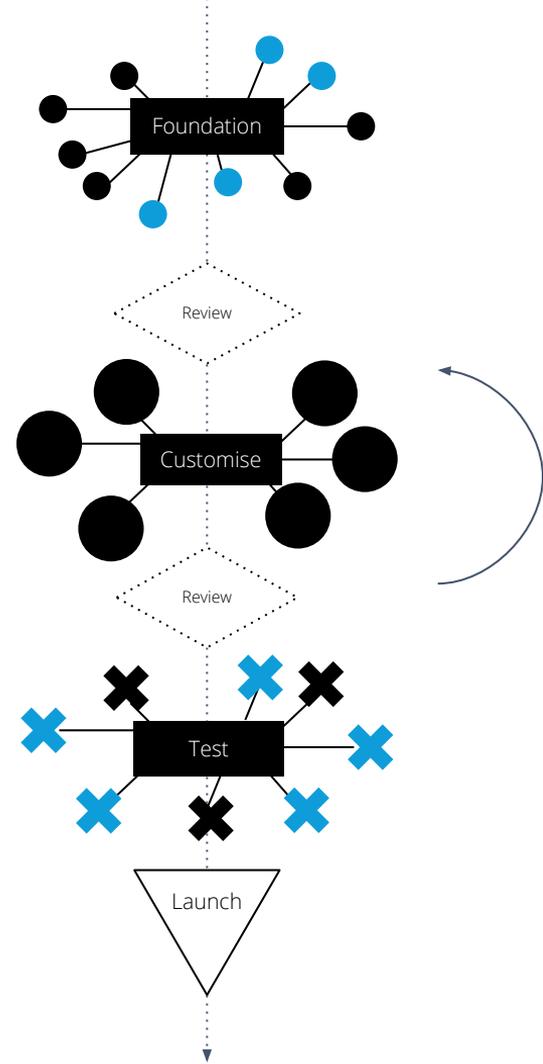
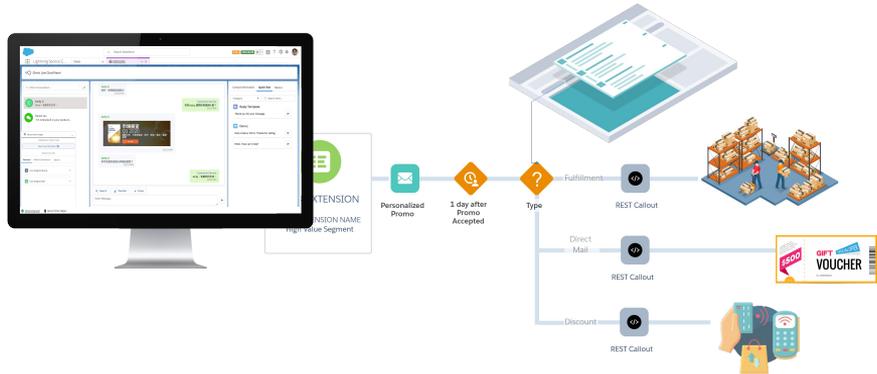





# Build

## Build , Review and Test

- Finding out issues upfront before it is too late, having review checkpoints to make sure the deliverables are aligned to intended outcomes & business goals.
- Making sure the layouts and designs of communications are align with brand image.
- Making adjustments in an agile & timely manner.



# Launch & Execute

## Supplementing your team for greater success

- Helping you with your campaign execution maximizing your ROI in using Salesforce Platform & better adoption of the technology

