

# Benefits Benchmarking from AMS Benefits

*Benefits Benchmarking is a powerful business tool developed specifically for the employee benefits agency industry. AMS Benefits clients will effortlessly extract critical and timely information on their clients, benchmark these data against their own customer base and against the entire pool of AMS Benefits clients\*, and evaluate how their clients stack up against national averages.*

*Benefits Benchmarking provides you, the agent, the insight needed to position your firm as an industry expert, strengthen your client relationship and make your agency a consultative business partner to your customers.*

**MULTI-DIMENSIONAL ANALYSIS MADE EASY** Benefits Benchmarking makes exploring the dimensions of your business a snap. Consider important measures of production, such as revenue and premium volume, over time and across multiple variables including: by employee, company, division, and line of business. Use complex time-analysis to assess your revenue, expenditures, and other trends by year-to-date, trailing 12 months, or year-over-year criteria.

**BENEFITS BENCHMARKING KEY BENEFITS** Benefits Benchmarking delivers multiple benefits to agencies large and small, including:

### **More informed business decisions**

With Benefits Benchmarking, the “where” and “why” are revealed – not just the end result. Opportunities and roadblocks in your business are brought to light, allowing you to make knowledgeable business decisions and navigate an enlightened course.

### **Straightforward reporting**

Benefits Benchmarking is user-friendly, which means no more hassling with queries, struggling with spreadsheet programs, or waiting for special reports from IT.

### **No impact on system or server performance**

Analytical views are generated from the AMS-hosted server, not a production server. This means Benefits Benchmarking will never affect your key systems or other users in your agency.

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*Vital business questions are answered easily and quickly with Benefits Benchmarking:*

- *What is my book-of-business value?*
  - *What is my company's net growth over time?*
  - *How profitable are my accounts with specific carriers?*
  - *What percentage of my business is new?*
  - *What are the most profitable product types (HMO, PPO, etc) by state?*
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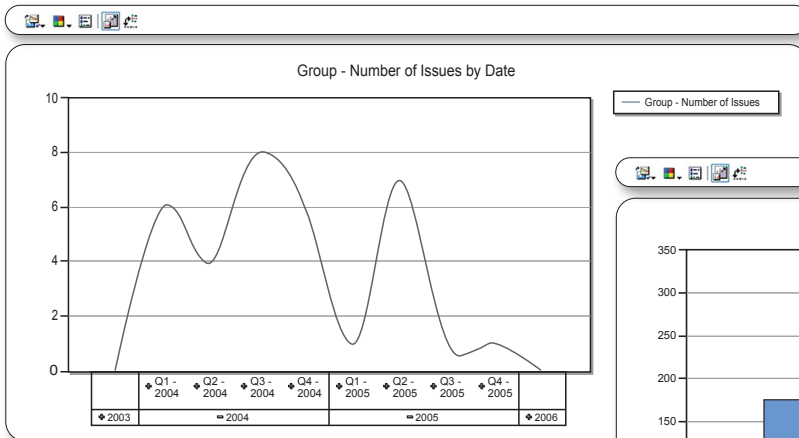
## Quickly Spot Trends and Outliers with Informative Graphics

Select the information you want to evaluate and simply choose from a list of available chart styles to visually display your results and gain instant insight. You can save data views for future use or to create time-saving launching points. Regardless of the amount of data you choose to analyze, with Benefits Benchmarking you'll never have to worry about affecting the performance of your management system or other users in your agency.

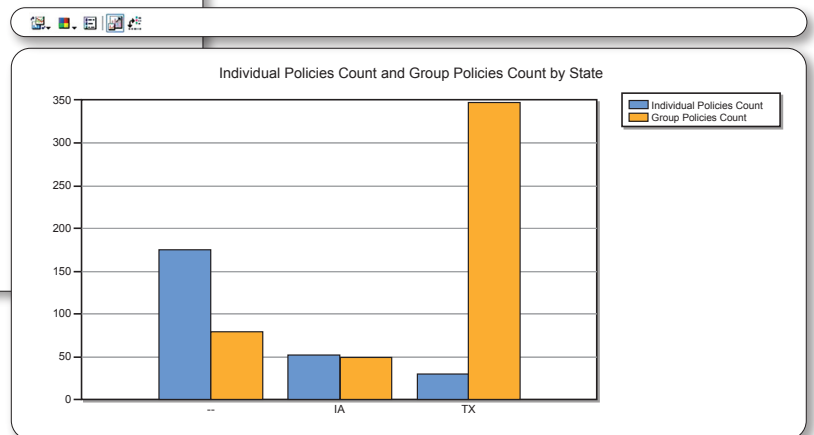
**YOUR DATA, YOUR WAY** With Benefits Benchmarking, you can display your data using any of the following types of charts:

- Line, bar and area graphs
- Performance Map – uses size and color to represent multiple dimensions
- Perspective – allows you to analyze large amounts of data and makes spotting outliers easier
- Decomposition Tree – allows you to quickly see your business' top drivers

Self-serve explorable data combined with informative graphics lead to new insight and enhance the decision-making process.



Year-over-year comparison of top five carriers in terms of agency revenue.



Spot trends using an interactive, dynamic line chart.

# AMS benefits

**AMS Benefits**

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**Note:** Benefits Benchmarking works with AMS Benefits Management Systems.

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