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## 2009 NESRO CCTA Results Summary

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### **Setting Appointments**

The 2009 NESRO CCTA began on July 1, 2009 and ended on December 31, 2009. During this time, ClearData set commercial appointments for a select group of Nationwide agents across the NESRO region and made phone calls to local business owners.

### **Enhancing the Customer Experience**

ClearData partnered closely with Nationwide to enhance the customer experience and raise awareness within the local business communities. Through individual conversations, ClearData spoke directly to business owners about Nationwide Insurance, the products offered and the services provided by local agents. ClearData faxed appointment reminders to prospects on behalf of Nationwide agents, which also included information detailing the benefits of doing business with Nationwide. ClearData kept Nationwide management informed with weekly updates that provided real-time status of the program, while participating Nationwide agents received a weekly sales tip, in addition to program updates, which kept them engaged and enthusiastic about the program.

### **Tracking Program Progress On-Line and Agent Survey**

In addition to setting appointments, the one on one direct marketing performed, and the weekly updates, ClearData also created and maintained an online tracker that followed the progress of each appointment through the sales process. From “First Contact” to “Sold”, the tracker showed in hard numbers the success of the CCTA. Upon completion of the 2009 CCTA, ClearData also created and conducted a survey of all the participating agents which allowed them to voice their opinion on how they felt the program worked.

### **Program Results – ROI 128%**

The 2009 CCTA program reached and exceeded the target levels set and resulted in quotes and new commercial DWP for Nationwide and the participating agents. There are still a number of the appointments set that have yet to be concluded and the delivered DWP is expected to continue to rise. Additionally, it is expected that the agent’s second visit into many of these accounts will result in a sale, further increasing the overall ROI of the 2009 CCTA to 128%.

### **ClearData Co-Op Approved**

The tremendous success of the CCTA program resulted in the appointment of ClearData to the Nationwide Co-Op program. The Co-Op program enables Nationwide agents across the US to take advantage of ClearData’s products and services at a reduced rate, and is already having a positive effect.

### **NESRO Underwriting Chooses ClearData – Receives FREE Access to RelEvent Prospecting Platform**

The results of the CCTA program also influenced the decision of the Nationwide NESRO Underwriting group to choose ClearData’s RelEvent as the prospecting platform that will enable the underwriter to get more involved in the sales process. All 100 NESRO Underwriters now have access to RelEvent. ClearData has created a “Nationwide Only” instance of RelEvent and has added several new Nationwide customizations (with more to come). These customizations allow Underwriting to communicate with the agent directly through the software. The full benefit of having underwriting and sales on the same prospecting platform has yet to be realized, but the short-term result has underwriting getting more involved in the sales process and getting involved earlier. This is having a direct and positive effect on the sale process. ClearData is providing all of this to Nationwide **FREE OF CHARGE**.

### **Nationwide-ClearData Partnership...Continued Success**

The Nationwide-ClearData partnership has resulted in tremendous success and a track record of very impressive wins. With ClearData as the technology partner with the vision, drive and resources necessary to usher in the next generation of insurance sales, Nationwide is well-positioned to continue growing and delivering world-class products to its customers.