

ZELDIS RESEARCH CASE STUDY:

FALLEN ANGELS AND SILVER LININGS



The Objective

- A major financial services company wanted to explore why sales of one of their annuity products had declined after a change in product portfolio and positioning.



The Challenge

- After the provider shifted the available annuities they offered, sales of their previously most popular annuity decreased, leading to a loss of market share.
- The provider needed to understand the drivers behind the decline as well as identify strategies for increasing sales with loyal advisors.



The Solution

- Zeldis Research conducted in-depth one-on-one interviews with two key groups, Fallen Angels and Silver Linings.
 - Fallen Angels are advisors who had previously sold a high volume of the target annuity, but whose sales had declined substantially (50% or more) since the portfolio shift.
 - Silver Linings are those advisors selling a high volume of the target annuity, including those who had increased sales since the portfolio shift.



The Outcome

- Zeldis was able to identify key reasons behind the declining sales for Fallen Angels, helping to generate both “low hanging fruit” to address sales and service issues that were acting as barriers and longer-term changes that could make the annuity more appealing.
- Zeldis was also able to create a set of clear recommendations for how wholesalers should communicate and position the target annuity to appeal to advisors, based on the perceptions and motivations of the Silver Linings advisors.