

Workplace Benefits Compass

Experience the future of U.S. Workplace Benefits sales and in-force data, insights, and benchmarking.

Gain a more comprehensive understanding of the marketplace and a clearer view of the industry, the competition, and your company.

Workplace Benefits Compass provides **accurate, targeted market intelligence** at your fingertips. Get the **information you need** to align territories for success, optimize benefits sales growth, be more agile in product decisions, measure your company's performance against peers and the industry and track progress to pinpoint new opportunities.

To learn more about this comprehensive and rewarding member benefit, please contact:

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Explore data and uncover patterns to help you predict outcomes.



Workplace Benefits Compass provides vital information for market development, product design, and sales and distribution planning:

- Identify current and future market opportunities.
- Analyze product trends more precisely across all sales and in-force benchmarking.
- Assess changing employer demographics to identify sales opportunities.
- Track effectiveness of marketing and sales campaigns.
- Improve distribution strategies.
- Manage risk more effectively.

Grow your workplace benefits business:



- Enhance market assessment.
- Develop superior products based on key insights.
- Strategize sales more effectively.
- Analyze market share trends at the local level.
- Understand regional economic trend correlation.
- Benchmark performance within the industry.
- Discover opportunities by comparing product sales with competing products.
- Determine channel penetration and areas for expansion.

Workplace Benefits Compass Versus Traditional Product-Level Aggregated Reporting: A Side-by-Side Comparison

Feature	Traditional Aggregated Reporting	Workplace Benefits Compass
Data Timeliness	Quarterly updates	Near real-time insights
Data Depth	High-level summaries, limited segmentation	Granular, member-level analytics with drill-down capabilities
Benchmarking	Static comparisons, often outdated	Dynamic benchmarking across peers, company size, regions, industries, distribution, and more.
Customization	Limited filtering and customization	Fully customizable dashboards
User Experience	Spreadsheet-heavy, manual interpretation	Interactive, visual dashboards allowing extracts to integrate into your company’s dashboards, in addition to current spreadsheet deliverables
Scalability	Limited adaptability to track market changes	Designed for future expansion to include broader market data; faster responsiveness to new product developments and emerging distribution channels

- Proven Success:** To address onboarding and change management, Workplace Benefits Compass includes phased rollout plans, dedicated support, and implementation guides. LIMRA has successfully implemented Life and Annuity Compass programs with measurable impact.
- Cost Considerations:** Workplace Benefits Compass is a high-value member benefit—at no extra cost to you.
- Privacy & Compliance:** Workplace Benefits Compass adheres to HIPAA, SOC 2, and other relevant standards. In addition it will continually work with organizations to adhere to their specific compliance requirements, applying transparent data handling and security protocols.