

| CASE STUDY

Capital Choice:

Innovative Platform Provides
Next-Generation Sales Enablement
for Financial Wellness



About Capital Choice

Based in Greensboro, GA, Capital Choice Financial Group was founded in 1995 by the Kinnard family. Their mission is to improve the financial wellbeing of hard-working Americans. The company sells life insurance and annuity products through an extensive network of thousands of independent, local sales associates across the country. Above and beyond sales, the company's associates help their customers find their financial independence through proven methods and solutions, guiding Americans to realize their vision of what is possible.

HatchWorks Expertise Provided:

Software Development Services

- ✓ Full Lifecycle Software Development
(Product Strategy, Design, Development)

Cloud Application Services

- ✓ Managed Application Services



The Challenge and Opportunity

Capital Choice found itself at a crossroads: as the company was growing, it was becoming increasingly necessary to make advancements and improvements to legacy processes. One key process targeted for modernization involved the quoting of insurance products—a slow, inefficient process that was traditionally dependent on sales associates doing calculations using pen-and-paper.

As a result, the company sought a partner to create a system to help associates quote products for life insurance, as well as to enhance the overall customer experience.

Solution and Results

HatchWorks first met with Capital Choice to understand the company's business model, organizational structure, strategic objectives, employees, customers and technological landscape. Armed with this knowledge, HatchWorks recommended a dynamic web app that would empower Capital Choice to more quickly onboard new sales associates, make them productive faster, and sell more—and increasingly relevant—financial services products to its customers. The app would also be accessible via multiple devices, automatically sized to the right screen, leveraging responsive design.

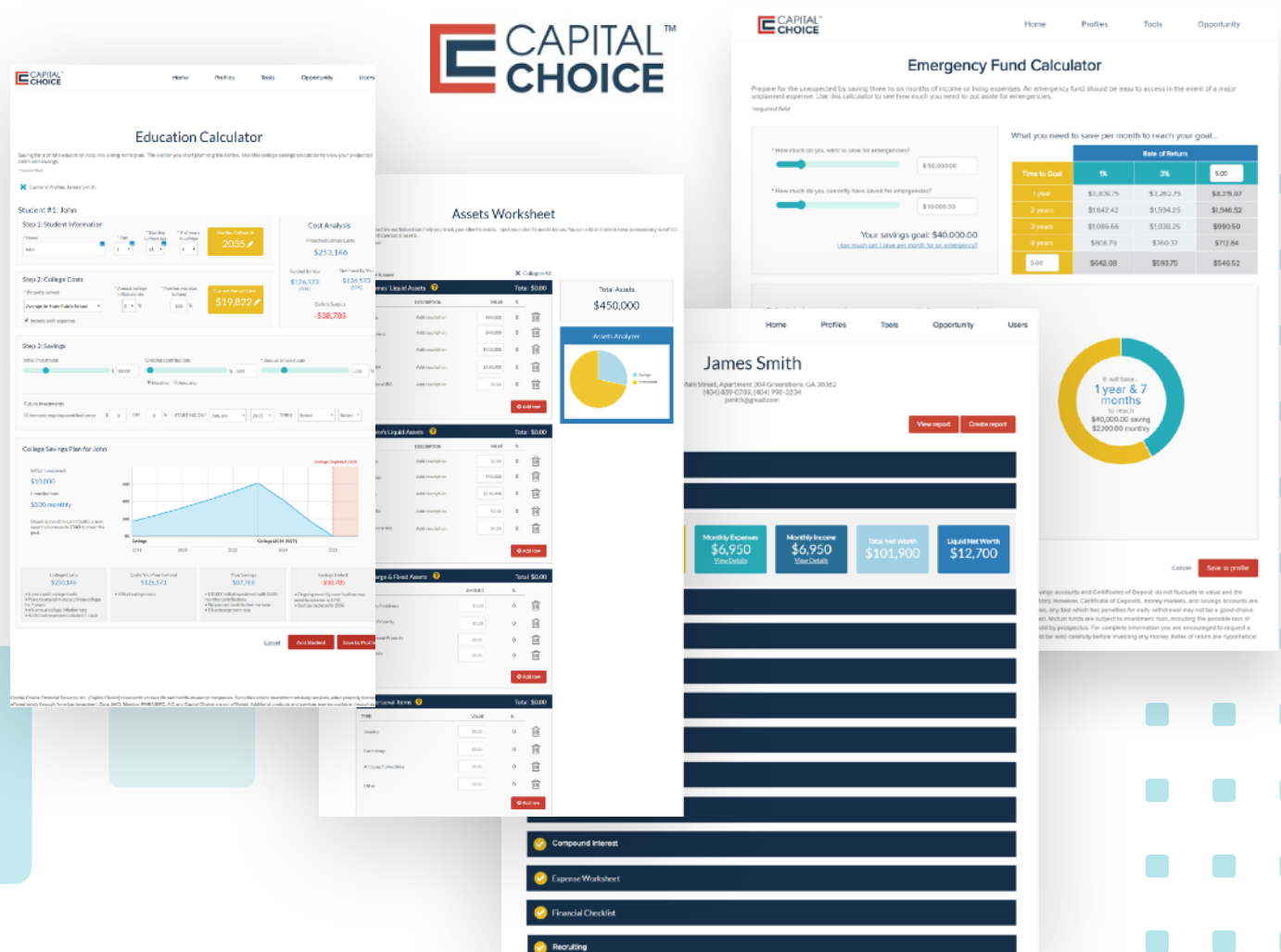
To begin ideating the new platform, HatchWorks facilitated a series of stakeholder workshops, where they would rapidly design prototype concepts with stakeholders in the room. This method enabled HatchWorks to very quickly capture, challenge and validate Capital Choice's feedback and requirements. This rapid process empowered HatchWorks to get to the core of the problem that Capital Choice was trying to solve for its sales associates.

Ultimately, HatchWorks built Capital Choice an innovative, scalable, responsive platform called MyCapitalChoice. Responsive across all devices and easy to use, MyCapitalChoice provided sales associates the flexibility to do their jobs via desktop, laptop, tablet, or smartphone—enabling them to meet, engage and service customers from anywhere.

MyCapitalChoice was comprised of a client profile builder, integration with a well-renowned financial services CRM, numerous insightful financial modeling calculators, and real-time insurance quoting tools to expedite the sales cycle associated with insurance policies from Ameritas and TransAmerica.

In addition to simplifying the quoting of insurance, MyCapitalChoice also provided sales reps a mechanism to easily demonstrate to clients a future state of their long-term financial situation. By plugging in numbers to an assets calculator, expenses calculator, retirement calculator and more, Capital Choice associates could now provide a much fuller financial picture for their clientele—and clearly show how insurance would play a part in that picture.

Built with scalability in mind, HatchWorks designed MyCapitalChoice so that additional functions could be added to the platform quickly and easily—and hosted the platform in Amazon Web Services for increased cost-effectiveness, reliability and security.



HatchWorks specializes in award-winning full lifecycle software development and cloud application services for financial organizations like Capital Choice, as well as healthcare and manufacturing enterprises. We not only bring ideas to reality through our iterative collaborative approach—we also support and evolve the product long after its implementation.

Contact HatchWorks today to learn how we can **ignite** your vision, **accelerate** your time-to-market and time-to-value, and enable you to **succeed** now, and in the future.



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About HatchWorks

HatchWorks is your guide on the journey to product excellence. Our team of award-winning product experts specialize in building future-proof, innovative software products powered by data analytics, AI and IoT innovation. From ideation to strategy to launch and beyond, we partner with industry leaders in finance, healthcare, manufacturing and more to scale and commercialize their product suite with modern software solutions. As a result, we empower our customers to create meaningful user experiences and drive actionable data to improve and inform their critical business decisions.

HatchWorks is headquartered in Atlanta and has offices in Chicago, Costa Rica, Peru, and Colombia.

