

Process for common information needs	Dimensions	Segment & Function									
		Personal		Select		Middle Market		Sales		Service	
	Metrics/ KPI's	Cost per Claim	Turn Around Time	Claim Payment	Reserve Ratio	Loss Ratio	Settlement Efficiency	Pipeline	Deal Size	# of Calls	# of Complaints
Claims Processing	Product	X	X	X	X	X	X	X	X	X	X
	Policy	X		X	X	X	X	X	X	X	X
	Geography	X	X	X	X	X			X	X	X
	Time	X	X	X		X	X	X	X		X
Salvage Recoveries	Policy	X	X		X	X		X		X	X
	Agent	X	X	X	X		X	X	X	X	X
	Geography	X			X	X	X			X	
	Time	X	X	X		X	X	X	X	X	X

Figure 5: Process – Function Bus Matrix