

# Recent Insurance Experience: Life

## *Life Insurance Exploration and Concept Test*

- ✓ In-person focus groups with consumers to understand how they plan for retirement, the role of life insurance, and obtain reactions to a potential FIUL product

## *Individual Life Customer Community*

- ✓ Recruit customers to community for research throughout the year to test a variety of service ideas and product concepts both qualitatively and quantitatively



## *Life Insurance Customer Journey*

- ✓ Online quantitative research with consumers who shopped for life insurance to explore their experience and understand motivations, barriers, AND pain points

## *Young Affluent Consumer Segmentation*

- ✓ Online survey with 500, FTE consumers aged 21-45 with \$100k+ HHI to explore attitudes and perceptions of life insurance

## *Life Insurance Direct Marketing Evaluation*

- ✓ Telephone survey with buyers and non-buyers in response to a direct mail life insurance offer to understand impact of the offer and identify purchase decision factors