

Recent Insurance Experience: Personal Lines P&C

Product Concept Test

- ✓ Focus groups followed by an online survey with consumers to test a variety of potential personal lines product and benefit concepts to prioritize which offerings would most impact the business

Agency Universe Study

- ✓ Online quantitative survey with 3000+ independent agents to assess attitudes, behaviors, needs, and status of the independent agency system survey measures included carriers used, staffing, and technology used



HNW Insurance Needs Assessment

- ✓ In-depth telephone interviews with HNW individuals, personal managers, and brokers who deal with HNW clients to understand their specific insurance needs and decision-making process

Pre/Post Auto Ad Test

- ✓ Pre- and post-wave online survey among consumers to understand the impact of an advertising campaign and assess the effectiveness of media spend overall and by market

Customer Segmentation

- ✓ Online survey with personal lines customers, including HNW consumers, to understand their demographics, behaviors, and attitudes to help identify the ideal customer segments and support targeted marketing efforts