

# Recent Insurance Experience: Commercial Lines P&C

## ***Marketing Materials Test***

- ✓ Web-assisted telephone depth interviews with insurance decision-makers to gain understanding of buyers in target industries to develop marketing materials and test potential creative and communication

## ***Small Business Success Study***

- ✓ Webcam focus groups with SBOs to understand their mindset and experiences, including challenges and strategies for success and to explore how insurance plays a role



## ***Opportunity and Needs Assessment***

- ✓ Web-assisted telephone depth interviews, followed by an online survey with agents to understand target market, competitive landscape, and placement decisions in specific industries

## ***Concept Test***

- ✓ Bulletin boards with risk managers, claims managers, and underwriters to understand current training needs and explore reaction to and interest in a potential new training program offered through a reinsurance carrier

## ***Agent Journey Research***

- ✓ Telephone, in-depth interviews with commercial P&C agents to understand the commercial insurance journey from bidding and quoting through sales and servicing of accounts