

ZELDIS RESEARCH CASE STUDY:

SMALL BUSINESS OWNER INSURANCE ENGAGEMENT STUDY



The Objective

- A major business insurance provider wanted to understand how best to engage with small business owners (digitally and non-digitally), identify ways to better support their businesses, and develop long-term client-carrier relationships as businesses grow.



The Challenge

- Small business owners wear many hats, and often have limited knowledge of, or interest in, business insurance. Their lack of expertise may leave them vulnerable to coverage gaps or expose them to potential claims.
- In addition, insurance agents and brokers often control relationships; this makes it challenging for insurance carriers to create “stickiness” with business buyers.



The Solution

- Zeldis Research conducted online focus groups with small business buyers, including those who purchase through an agent and those who have purchased directly from an insurance carrier.
- Zeldis’ premium recruiting partners identified small business owners across a wide variety of industries, business tenure, and attitudinal segments.



The Outcome

- Zeldis was able to understand how small business owners approach insurance, map their pain points and frustrations, and determine which touchpoints along the insurance journey create the best opportunities for insurance carriers.
- Zeldis was also able to identify unique opportunities and differentiators to position this carrier as “best in class,” leveraging both technology and personal service.