

## Case study 5: Corporate segmentation for a large international insurance company

An innovative market segmentation of the corporate market was developed. This enabled the client to focus on the most profitable segments on the corporate insurance market.

### The Challenge

- One of the largest insurance service providers in Romania.
- Wants to rebuild its marketing strategy based on a clear segmentation of the corporate insurance market.
- The current strategy for the corporate market is not enough differentiated on which and how to approach different segments.

(Insurance type suitability for each client)

Segmentation: Insurance type suitability for different segments

Segments	Health	Life	Pensions
First segment	High potential	Moderate potential	Less potential
Second segment	Moderate potential	Less potential	No potential
Third segment	High potential	Moderate potential	Less potential
Fourth segment	Moderate potential	Less potential	No potential
Fifth segment	High potential	Moderate potential	Less potential
Sixth segment	Moderate potential	Less potential	No potential
Seventh segment	High potential	Moderate potential	Less potential

Legend: High potential (Green), Moderate potential (Yellow), Less potential (Orange), No potential (Red)

### Schiere | Simiuc & Partners Analysis

- In-depth interviews with customers
- Interviews with management and company sales force.
- In-depth interviews with market experts and officials of the competition.
- In-depth projective techniques to dig deeper and get 'real' opinion and image.
- Analysis of the marketing and positioning of the competition.

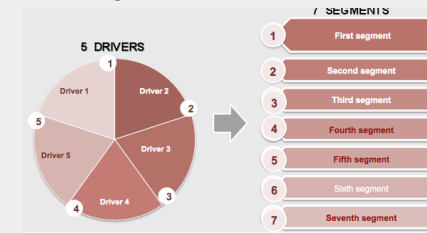


### The Results

Clear corporate segmentation based on:

- Which are the segments on the market
- Which are the most profitable segments
- How to approach these segments
- Which services suit each segment
- What should be the relationship between the group's image and the company's services on the corporate market

#### Segments & drivers



Note: all the numbers and graphics used in the photos have been changed for confidentiality reasons towards the client