Winner with accurate pricing

Discussion Points

- Aggregator Market
- Consumer Behaviour
- Product Development to Meet Changing Needs
- Brand Differentiation
- Use of Technology In Distribution
- Pricing
The Environment

- 4 Key Aggregators dominate the market

Aggregator TV Advertising
Distribution

- Online vs Telephone

The Online Channel

- Online new business sales continue to increase
The Online Challenge

• Shopping behaviour is changing
• Consumer expectations are increasing
• Brand management
• Technology is advancing fast

Consumer Behaviour

• Online behaviour is changing with customers taking the driving seat
Key Changes

• Higher customer volumes
• More research being carried out
  – Multiple aggregator searches
  – Full product research
• More cashback sites
• Deciding to buy is now more than price
  – Brand and value adding
  – Ancillary pricing
  – APR
  – Process and experience

Competition is Tough

• In a mature market rivalry is high, differentiation and brand strength is key to success
Product differentiation

Product Differentiation

Platinum sales

October  November  December  January  February  March  April
Brand Differentiation

Differentiation

Features

Great Deals

Brands

Putting the customer in control

Call to purchase

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Thinking Smarter

• To stand out we need to engage online technology and engage customers more effectively e.g.
  – SMS
  – Live Chat
  – Strong CRM
  – Behavioural targeting

Development

• Technology is continually advancing
  – Mobile
  – I phone apps
  – I pad
Development

Pricing

• It's about the customer’s choices
  – Understanding the choices that the customer has
  – Delivering products that appeal to the customer
  – Understanding the decisions customers make
Pricing

• It's about total customer take
  – It’s not just about motor margin
  – Other sources of income are just as important
  – Forecasting additional product take-up essential
  – Pricing of additional products critical

Pricing

• It’s about the long term
  – Understanding the long term value of a customer is key
  – Forecasting policy cancellation
  – Forecasting policy renewal
Differentiation

- Identifying niche markets and developing brands/products accordingly
- Developing the value proposition to attract customers upstream
- Understanding preferences can be key to differentiating and gaining market share
- Website stickiness and driving technology to keep customers engaged
- ...Getting Price Right Is Key