

CSL Research Case Study

The Co-Operators



Project: Leveraging Relationship
Marketing in the Insurance Industry
Based on Customer Attachment Styles

- **The need:** The Co-operators, a major Canadian insurance company, sought insights into how to tailor and offer a differentiated experience to customers which was relevant, meaningful, and matched their relational needs and desires.
- **The approach:** The CSL conducted an in-depth research study consisting of qualitative and quantitative phases. This study focused on uncovering the relationship orientation of customers and identifying ways to tailor and add value to the existing relationship.
- **The impact:** The CSL provided insights to help The Co-Operators:
 - Identify customer segments with distinctive relational orientations to enhance the existing market segmentation by adding a future-oriented, predictive perspective.
 - Tailor their customer relationship management (CRM) activities to match customers' relational needs and desires
 - Develop more profitable customer portfolios by taking into account the resources needed to serve customers.

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