

Project Name: Global Life Insurance Study

Background: End client is a global financial institution wanting to understand how efficiency and innovation in life insurance distribution can be transferred across the global industry. Client needs to understand how the agency model works in the target countries, the key trends and challenges faced by agents and what the typical metrics used by agents are e.g. productivity, profitability.

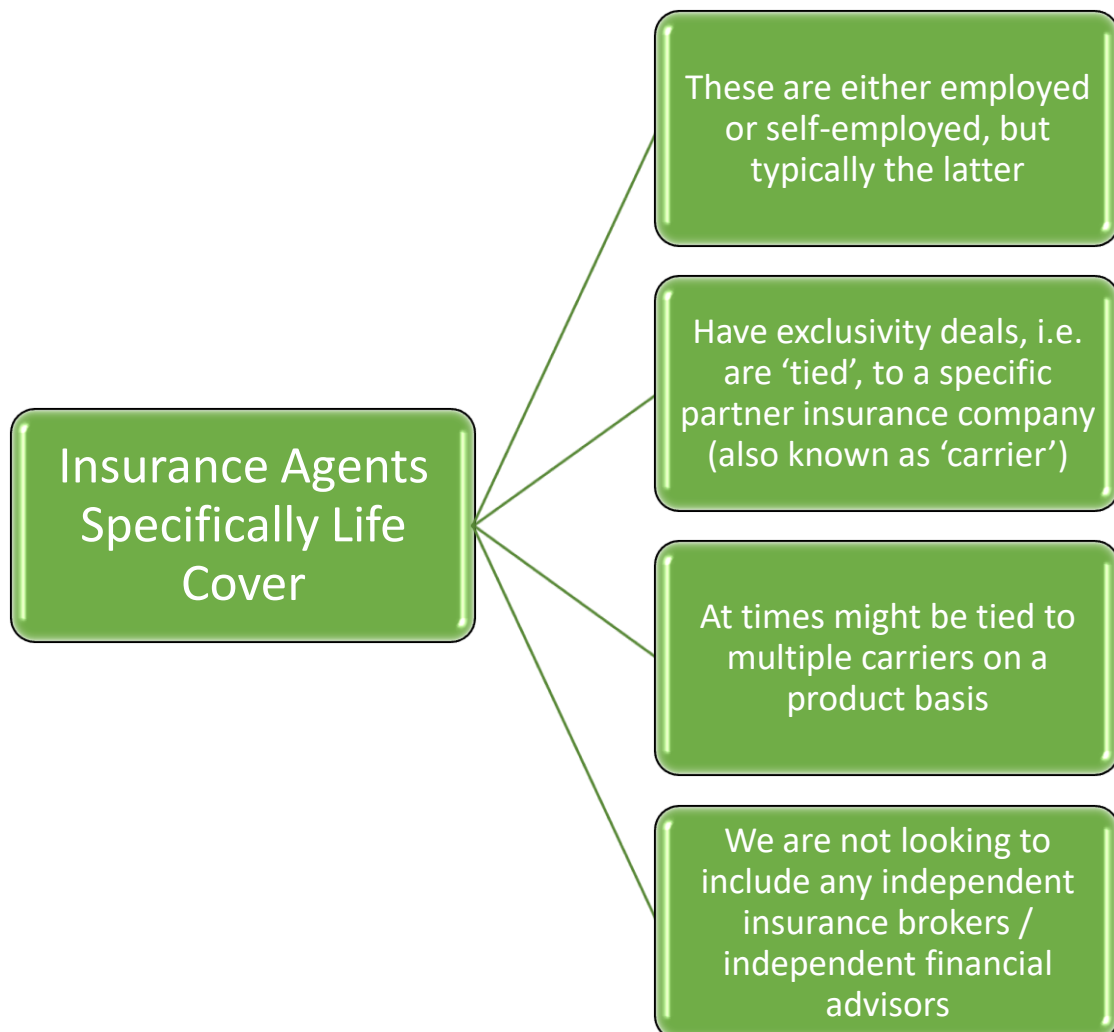
Target Markets:

- US, Germany, China, India.

Completes

- N=850 (200 per market – 250 India).

Target Audience – Specific Screening Criteria



Methodology

CATI study 20 minutes – plus a 15-minute online quantitative combined add on in India.

Conclusion

Dynamic Fieldwork used a carefully screened profile of insurance agents. Client was keen to match the market share per country so adopted soft quotas to ensure an accurate representation of respondents. Timelines were tight but sample accuracy enabled fieldwork to be completed on time. Delivery of Excel tables and an SPSS file of coded data in accordance with tab spec. We also included individual verbatim comments that may prove useful at a reporting level.