

iReach Market Research in the Insurance Sector

iReach experience and expertise in the Insurance Sector



www.ireachinsights.com

iReach Industry Expertise - Insurance Sector

iReach has built up significant experience and expertise in the Insurance sector having completed a wide range of successful market research projects for clients in Ireland and the UK. Projects have ranged from Mystery Shopping, Broker Research, and Claimant Research to Customer Satisfaction. iReach is unique in our ability to support research projects across Business and Consumer Sectors including intermediaries.

iReach can bring this experience and expertise to your organisation to support Deeper Insights from Better Research to provide significant value to Insurers and other organisations in the Insurance Sector. Using the most appropriate research techniques across Qualitative and Quantitative methods, our prescriptive approach ensures we deliver actionable plans and strategies for our clients.

Key Benefits:

- LEARN how to profit from iReach access to Primary and Secondary research on the Insurance sector in the UK and Ireland.
- RECEIVE impartial insights, clear action items from iReach Analysts to enhance business performance.
- APPRECIATE the true 360 degree view on research problems that was previously unavailable to you. This view is provided for many business areas including Claims, Policy Pricing and Wording, Sales and Quote Management and Online activities.
- BENEFIT from unbiased research, analysis and advice, backed by proprietary market intelligence from iReach experts.

- ACQUIRE the knowledge of the Insurance marketplace from iReach on best practices across all Financial Services verticals.
- MAXIMISE the value of research from iReach in gaining an insight and understanding of strategic business issues in a cost effect way.

Broker Research:

Market Research project of in-depth interviews with Personal and Commercial Line Insurance Brokers nationwide to measure service levels and expectations of intermediaries to service excellence of insurers.

Claimant Research:

Telephone based Market Research study of Policy Claimants to measure all elements of the Claims Handling process from initial paper based or telephone claim to full claims lifecycle across Personal

Mystery Shopping

Telephone based Mystery Shopping research project to measure a wide range of KPI's of Insurer Direct Call Centre for Motor, Household and Commercial Motor lines for UK and Ireland.

Customer Satisfaction and Advocacy:

Monthly Satisfaction and Advocacy tracker of Broker Service levels of Insurer to measure the 'heart beat' of ongoing services to brokers as well as benchmarking these service levels with key competitors.



Inspiring knowledge

iReach Market Research is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and a further 5,000 adult consumers in NI.

These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

 **Monthly Omnibus**  **Online & CATI**  **Focus Groups & IDIs**



For more details:

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iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

www.ireachinsights.com