



DEVELOPMENT II

RESEARCH | LABS | CAPITAL PARTNERS | GLOBAL ADVISORS

CASE STUDY #11

Länsförsäkringar Case Study

Länsförsäkringar is Scandinavia's largest property and casualty insurance company. The client base served by this company is very technologically advanced and top management wanted to be certain they were reaching the maximum number of clients via the preferred media. Scandinavia has the highest per capita mobile telephone usage in the world and 25% of the total population has Internet access.

While Länsförsäkringar owns nearly 80% of the property and casualty market, complacency is not their style. The management of Länsförsäkringar instinctively felt that their customers wanted access to their company over the web. Development II employed its unique ConSensor® On-Line Internet survey in order to reach Länsförsäkringar's highest tech customer groups. The survey combined customer satisfaction research with the exploration of next-generation communication customer requirements.

By reaching out to their customers and asking them to participate in a web-based survey, Länsförsäkringar demonstrated its willingness to ask its customers for assistance. The results were overwhelming with a 93% response rate.

Länsförsäkringar's customers told them that there were three items of great importance to them:

1. They should be able to access their own policies over the web.
2. They should be able to file claims via the Internet.
3. They should be able to get price quotes for new policies via the web.

Länsförsäkringar heard the message and was the first insurance company in the world to provide these services to its client base.