Duration: 4 days* (3 days classroom, 1 day field)

Overview:

To improve their institution’s value proposition and outreach, inclusive insurance practitioners should understand and use market research effectively. This training is designed to increase a practitioner’s ability to gather consumer insights that can be translated into a product offering suitable to their target audience, thereby increasing the probability of a profitable and sustainable inclusive insurance business model.

Training Objectives:

By the end of this course, participants will be able to:

- Analyse the risk management needs and coping strategies of emerging consumers.
- Identify key determinants of emerging consumers’ demand for insurance.
- Determine how market research can improve an institution’s client value proposition and bottom line.
- Practice using a client value assessment tool called PACE to define research questions and translate results into practice.
- Select appropriate methods for specific research objectives.
- Test data collection and analysis techniques to identify success factors and pitfalls.

Who could benefit from the training:

- Inclusive insurance practitioners involved in product design and/or marketing
- Senior executives interested in making their institution more client-focused
- Staff involved in research and development, sales, customer care and marketing

Methodology:

This training uses the experiential learning approach via field work exercises. Other interactions include large group discussions, small group activities such as puzzle solving, case study analysis and role plays.

*A blended version of this course comprising of 11 online lessons and a one-day face to face session is also available.

Source URL: http://www.impactinsurance.org/tools/training-market-research