



**RGA**

# The Journey to Customer Centricity

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Rome, September 29<sup>th</sup> 2016

# Agenda

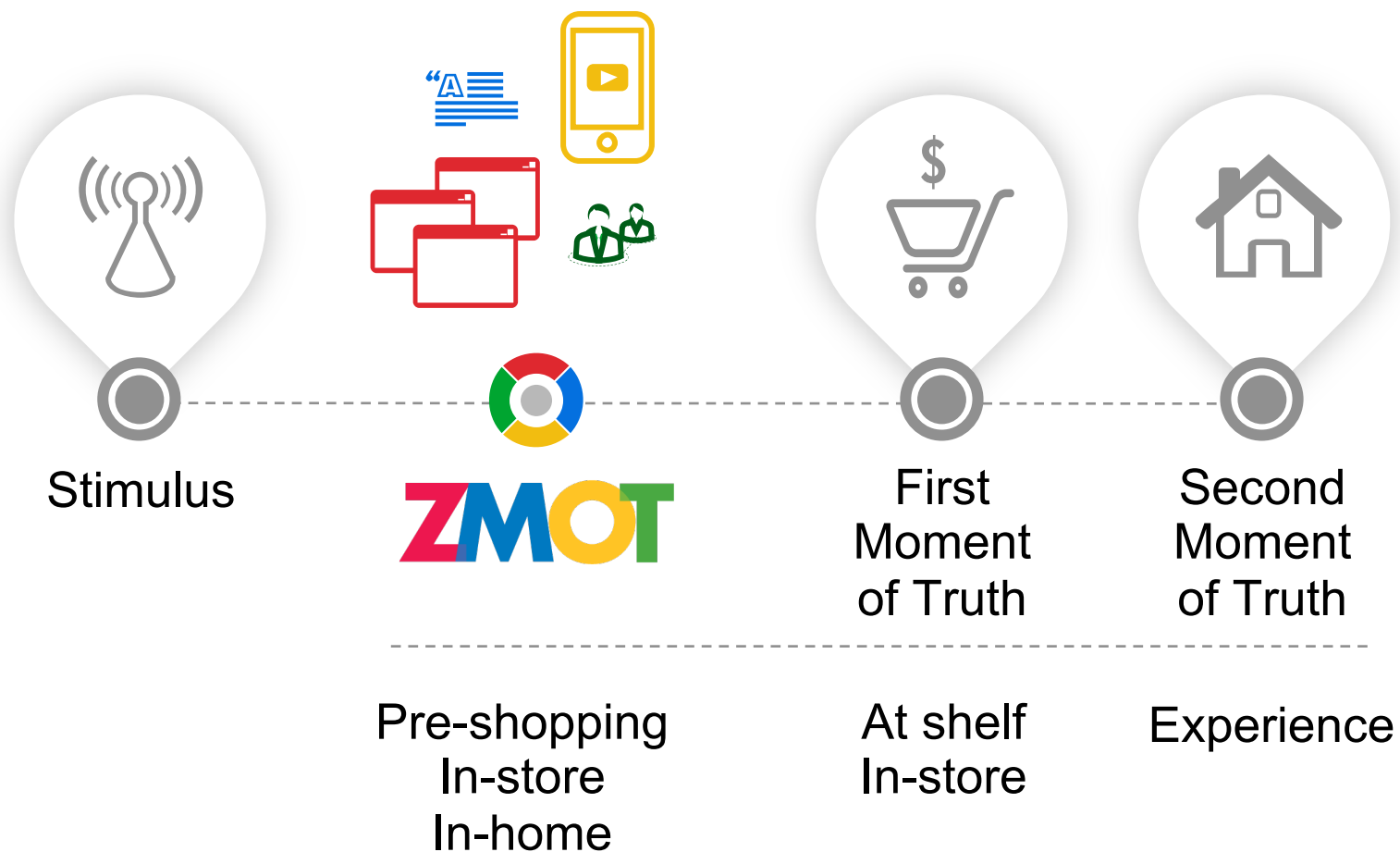
- The Traditional Model of Marketing
- The New Model of Marketing
- Demand generation from Canada and the US
- Use of Social Media in the US

# The Traditional Model of Marketing



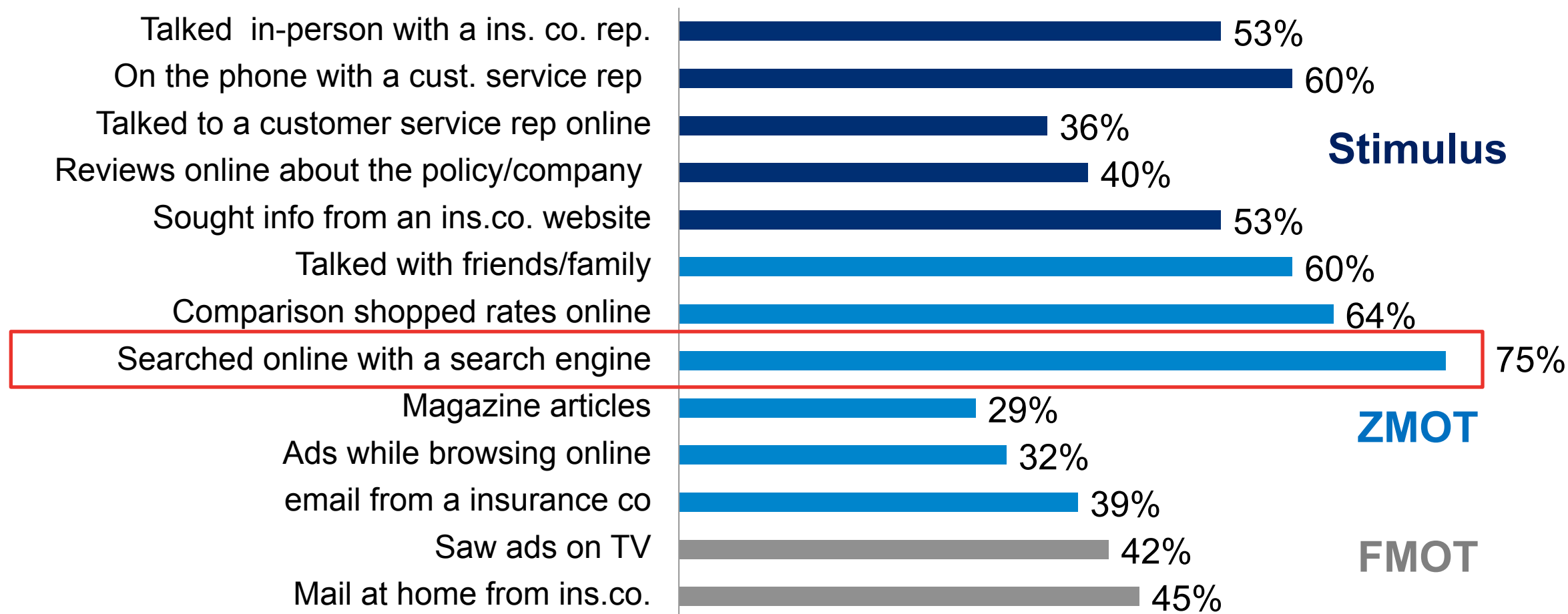
# The New Model of Marketing

From “Winning the Zero Moment of Truth” Jim Lecinski



# ZMOT vs traditional sources (US)

Source: Google/Shopper Sciences, Zero Moment of Truth Study – Insurance, Apr 2011





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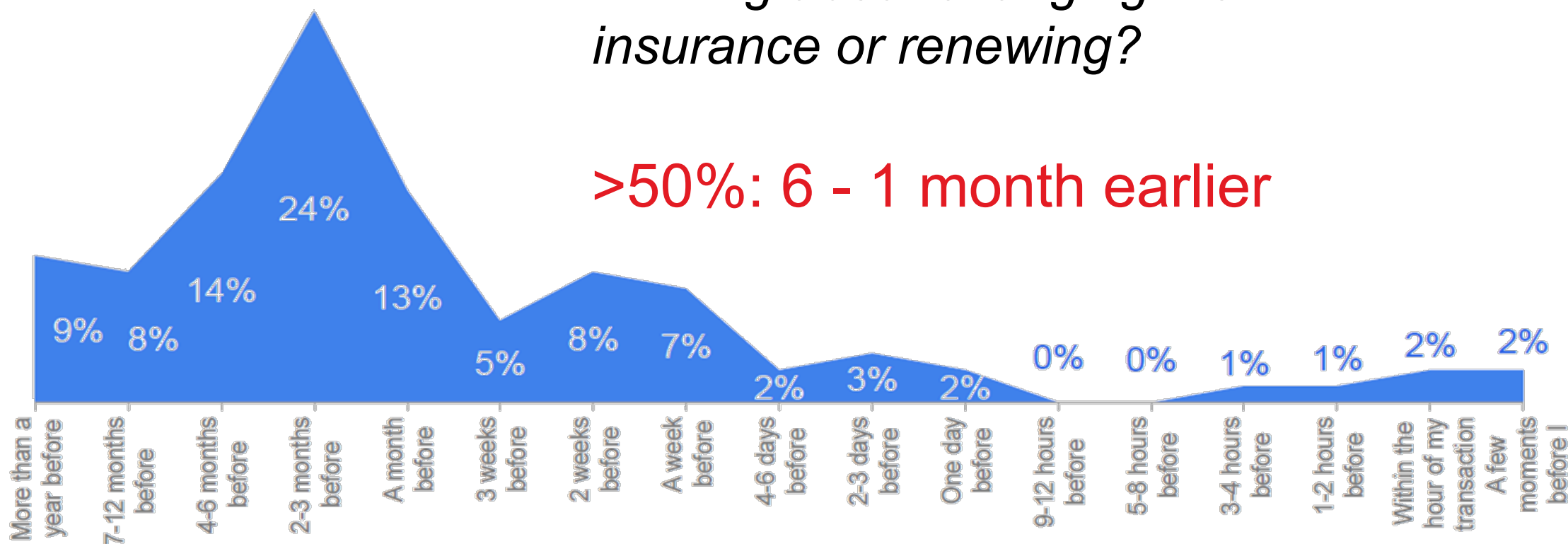
**Demand and Lead generation**

# Length of Purchase Cycle

Purchasing an insurance plan is a very considered decision for shoppers.

*How far in advance do shoppers start thinking about changing their insurance or renewing?*

>50%: 6 - 1 month earlier



Interact with clients/prospect **BEFORE** they need insurance.

Create **TRUST**, don't show merchandise.

Approximately 4% of traffic is  
converted to leads

Site visitors spent an average of 2:30  
minutes browsing the site.

Quick: What disease do you fear most? Many of us would likely say "cancer." And indeed, that's the number-one cause of death in Canada. But don't overlook your risk of heart disease, which accounts for the second-highest number of

#### MONEY FOR LIFE NEWSLETTER

FREE tips on money and health

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#### TOOLS & CALCULATORS



Diabetes: Are you at risk?



Be a man — look after your  
health!





# Society of Grownups

## The Latest from the Blog

*Focus is on building **trust** and **awareness** which might lead to sales in the long run*

### Dating Costs \$2,000 Per Year

It's Valentine's Day, Grownups, and Bridget Eastgaard wants to fill us in on the average cost of dating per year. Warning: This may not be considered romantic.



### Talking with Your Significant Other About Money

A successful Grownup partnership takes a team mindset: Each of you has value, and each should have a voice in securing a strong financial future.



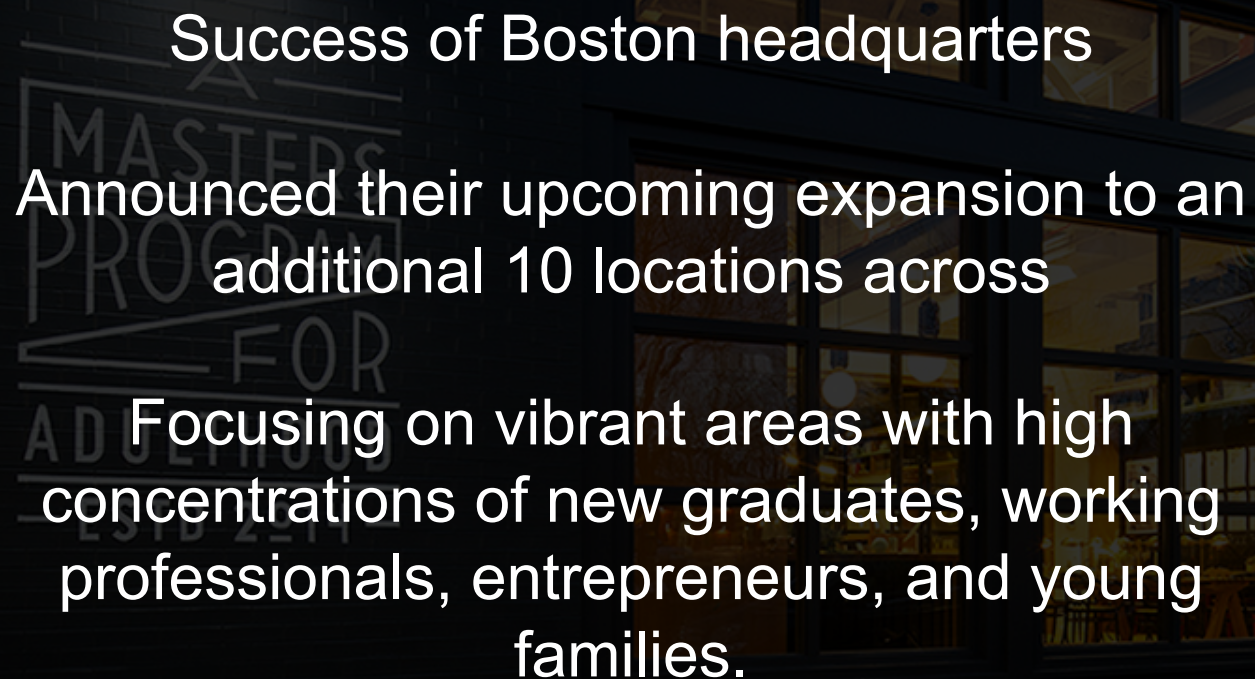
# Society of Grownups is growing

Teaching financial savvy with a hipster vibe



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Success of Boston headquarters  
Announced their upcoming expansion to an  
additional 10 locations across  
Focusing on vibrant areas with high  
concentrations of new graduates, working  
professionals, entrepreneurs, and young  
families.



## "Love is in the Air" photo contest

"Happy Monday! Great entries in the "Love is in the Air" photo contest so far — but there's still plenty of time to generate votes or submit another entry! 21 days until this contest ends. 3 winners guaranteed!"



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- Consumers are invited to engage via Facebook ads, social sharing, and promotions from our network of affiliated bloggers.
  - They participate in:
    - monthly themed photo or video contests,
    - respond to surveys, and
    - consume family-focused content and insurance education.
  - Through these interactions, consumers may opt in to be contacted by Life Stages to learn more about life insurance.

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