

# CASE STUDY: THE CO-OPERATORS

The Co-operators needed to provide its agents with a more effective way to identify new sales opportunities and areas of untapped market potential.



“By enabling the insurer to provide its agents with a visual representation of their entire service market area, MapInfo location intelligence helps agents in new territories become more strategic in their target marketing and sales practices.”

*Chris Giovis, GIS/Database Consultant at The Co-operators*

## Summary

### CHALLENGE

The Co-operators needed to provide its agents with location intelligence for their service market areas so they could better identify and target the best business and consumer sales opportunities.

### SOLUTION

Using TargetPro, PSYTE Advantage, Business Points and other market data from MapInfo, The Co-operators was able to help its agents to implement more efficient and effective marketing campaigns to increase sales and customer satisfaction.

### Company

Based in Guelph, Ontario, The Co-operators is Canada's leading multi-line insurance company. The insurer's members are 33 co-operatives and similarly-structured organizations, representing a membership of 4.5 million Canadians. The Co-operators focuses on home, auto, life, group, commercial and farm insurance, as well as investment products and property development. The insurer provides insurance protection to more than one million Canadians and has assets exceeding \$6 billion.

### Challenge

The main distribution channel for The Co-operators is through independent insurance agents that operate exclusively for the insurer. The Co-operators needed to support its agent network with targeted marketing initiatives and new service offerings in order to continuously drive new business to its agents.

### Result

The Co-operators selected MapInfo location intelligence to locate service market areas with untapped potential, and provide supporting analytics and intelligence to their 430+ agents across Canada so they could effectively capture the identified sales potential.

The Co-operators used TargetPro® the PSYTE® Advantage segmentation system, and MapInfo business points data to profile existing clients and identify new sales opportunities in service

market areas. “We wanted to enable our agents to combine local intelligence with the MapInfo research to better target selling opportunities in their assigned markets,” said Chris Giovis, GIS/Database Consultant at The Co-operators.

By enabling agents to visualize their designated market areas, they are now able to better identify new sales opportunities. “For instance, we can now tell an agent that they have 200 clients within their service market area that have auto insurance, but don't have home owner's insurance, so they might want to conduct a home owner's insurance cross-sell campaign in order to get more of these customers' business,” said Giovis.

MapInfo's geodemographic analysis enables The Co-operators to give its agents insight into changes in population growth, income levels and other demographic information within their service market area. Agents can use this information when hiring new personnel, offering new products and to influence the way they provide a certain service—ultimately helping agents to best meet the needs of their clients.

“Some agents even determine which magazines to place in their office based on the demographic make-up of their service market area,” said Giovis.

The Co-operators even offers an online tool that enables its agents to order marketing campaigns whenever they want. The service allows agents to pick what product lines they want to target and grow. This helps agents to better manage follow-up activities once the mailings hit the street.

## THE MAPINFO ADVANTAGE



MapInfo location intelligence provides insurers with critical insights into their customers and markets, helping them make more effective and profitable decisions in areas such as:

- Customer Segmentation
- Opportunity Assessment
- Target Marketing
- Niche Product Design
- Market Penetration
- Producer Effectiveness
- Cross-Selling

### Corporate Headquarters

One Global View  
Troy, NY 12180-8399  
1.800.327.8627

[www.mapinfo.com](http://www.mapinfo.com)



“We can now tell an agent that they have 200 clients within their service market area that have auto insurance, but don’t have home owner’s insurance, so they might want to conduct a home owner’s insurance cross-sell campaign in order to get more of these customers’ business.”

*Chris Giovis, GIS/Database Consultant at The Co-operators*

In addition, The Co-operators provides a monthly newsletter that is based on the products the agents sell and their geographic location. These highly-personalized newsletters provide insight on the specific demographic profiles in an agent’s service market area, helping them tailor mailings and service offerings to consumers.

In some instances, an agent is introduced to a new service market area and inherits the previous agent’s book of business. By using MapInfo location intelligence, The Co-operators can help these new agents quickly determine where to focus their attention in terms of growing the business. “By enabling the insurer to provide its agents with a visual representation of their entire service market area, MapInfo location intelligence helps agents in new territories become more strategic in their target marketing and sales practices,” said Giovis. “This process is much more effective than the previous shotgun approach where agents would just send out a ton of mailings and cross their fingers that they would get responses.”

### Agent Locator

The Co-operators also wanted to enhance its online agent locator service. The previous locator service only enabled consumers to conduct searches based on city or agent name—with no specific indication of which agent was closest to them.

“One of The Co-operators key brand differentiators is our commitment to have agents in the same neighborhood as our policyholders,” said Giovis. By using MapInfo technology to enhance its agent locator service, The Co-operators can help ensure potential consumers are directed to an agent that is located in the same area as their residence or place of business.

The new agent locator service enables consumers to perform searches based on their postal code for more localized results that include agent distance.

“Some agents credit the agent locator with driving new business to their office,” says Giovis. “Using MapInfo location intelligence to define our service market areas will also help our contact center representatives better distribute tasks to the appropriate agent once our new customer relationship management system is implemented.”

### Return on Investment

Using MapInfo location intelligence, The Co-operators was able to implement more efficient and effective marketing programs that resulted in increased sales and improved relationships with its agents and customers.

“No one wants to receive mailings that are not relevant,” said Giovis. “MapInfo has helped us ensure that our mailings will likely have an interest to the recipient.”

The Co-operators has found that its response rates have improved since it began using MapInfo location intelligence with its marketing initiatives.

“The challenge now is to set benchmarks that will allow us to set expectations for marketing campaigns,” said Giovis. “We have seen improvements in both response rates and ROI.”

In the future, The Co-operators plans to integrate MapInfo location intelligence with its direct mail provider’s solution to determine more accurate rate of return percentages. The insurer is also looking at MapInfo for portfolio management to better understand the factors that affect the underwriting process.