

# Current promotional strategies in general insurance companies business



**ASSIGN  
BUSTER**

## Contents

- Decision

It is disputing to do selling schemes in advancing insurance services. By gestating the modern selling promotional strategies the insurance concern can be improved, the profitableness can be increased and the service can be matched as per the client demand. The present research is a descriptive in nature and brings out important difference in the promotional schemes adopted by public and private companies in India. The survey reveals about the most singular tools to advance insurance services.

Cardinal Wordss: Insurance promotional schemes

## **Chapter 1: -INTRODUCTION**

The most of import component of marketing mix is publicity. For different industries publicity has different facets. The promotional scheme adopted by any company is informing, persuading, and act uponing in a consumers determination devising. It is of import for non-profit-making and net income oriented organisation. The chief aim of promotional scheme is:

To spread out the market.

To prolong the current market place.

To make a selected market.

To supply information to client for distinguishing between merchandise and services.

To increase and stabilise the sale.

<https://assignbuster.com/current-promotional-strategies-in-general-insurance-companies-business/>

Different organisations have different and multiple promotional schemes. Today all insurance companies rely on promotional schemes as it is one of the most important tools to supply a competitive advantage in this competitive universe. So this increases the demand to analyze the promotional schemes of different insurance companies ( public and private companies ). The types of publicity schemes adopted are publicizing, gross revenues publicity, promotion, personal merchandising, telemarketing, Direct selling. One can not deny this fact that every constituent of promotional mix needs to be given full attention. From old research done by different researchers we find that public sector organisations are traveling through an image job so they need to follow the push scheme in which all these constituents of publicity demand to lead to run into the organisational end and to run into the challenges of this industry. While doing promotional determination the insurance professional demands to concentrate on creativeness so as to heighten profitability.

## **Ad**

Many houses they have publicizing as most effectual nonpersonal publicity. It is a paid nonpersonal communicating normally directing a big figure of possible purchaser. Ad disbursements vary from company to company and from industry to industry. There are fundamentally two types of advertisement merchandise advertisement and institutional advertisement. Product advertisement involves the merchandising goods and services. Institutional advertisement is chiefly done for thoughts, doctrine, or for good will of any company or organisations.

## **Promotion**

With advertisement now insurance company need to believe in favour of promotion, this constituent of publicity if used in right manner makes the professional attempt proactive. The ad ' s can be insensitive, but the insurance sectors find promotion find it more effectual, since the positions messages, sentiment facts and figures a publicized by media. Publicity is a device to advance concern without doing any disbursements and therefore is called an unpaid signifier of persuasive communicating bearing high rate of sensitiveness.

## **Word of oral cavity publicity**

Word of mouth communicating consequences into a wider promotion which sensitise the procedure of act uponing the urge of chance in insurance service provided. The satisfied clients, the societal reformer, the sentiment leaders, act as word of oral cavity communicator for the company. The organisation involved in selling insurance like Bankss, agents, need to delegate due weightage to the quality of service provided to the user so that they are satisfied and accept the duty of advancing the services. The word of oral cavity is besides known as the concealed gross revenues force for the insurance industry. The other constituent of word of oral cavity is to seek cooperation and advise from the satisfied client. Since they are accustomed user of the services provided so they talk about this to there friends and relations about their experience. The other promotional schemes like advertisement, promotion, gross revenues publicity may be insensitive and uneffective but the positive feeling of friends and relations can non be uneffective. So this makes us understand that sevice provided by insurance

company to their client. That is why the most important thing that of publicity of a company merchandise is the quality of service provided by the insurance company. It can not be denied that private insurance company usage hidden gross revenues force, so public insurance organisation need to give full concentration on their promotional schemes.

### **Gross sales publicity**

As we find that in insurance company gross revenues publicity is a device usage to advance gross revenues to run into certain gross revenues mark. This is a impermanent device that can be withdrawn after a peculiar period. It is meant for both the terminal user of service and the channel found instrumental in advancing service. In insurance concern the promoting concern is the gross revenues publicity tools. Different organisation have been observed utilizing the gross revenues publicity tools in different ways. Since the concern environment is more competitory so the insurance company need to introduce new tools of gross revenues publicity to increase and diminish gross revenues. Due to this background it makes a strong protagonism in favour of gross revenues publicity for advancing insurance concern. The senior executive of insurance company are the policy shaper who thinks in favour of doing advanced tools. It is a great duty of the insurance company that they keep the invention procedure active so that it is non hard for the private and public company to vie with foreign insurance company.

### **Personal merchandising**

This fact can not be denied the personal merchandising is one of the of import constituent of promotional mix, so we can state that insurance <https://assignbuster.com/current-promotional-strategies-in-general-insurance-companies-business/>

concern is well influenced by incrementing of agents. If an insurance agent has an art of rating, feeling and carrying the possible policy holder so the undertaking of any insurance company is simplified. Companies are cognizant of this fact that that personal merchandising is based on excellence of an person ( who are agents ) . All this make it important that the agents have some outstanding belongings such as forbearance, communicative ability, attractive personality and committedness to the profession. This concern can non be if the agents halt working. Therefore the insurance organisation are supposed to delegate due weight age to the excellence in an person who is assigned these duty. These agents need to be incentivized satisfactorily to maintain traveling the procedure of informing and carrying the chance policy holder.

## **Telemarketing**

Telemarketing is one of the emerging tendency in the publicity schemes adopted by the company

It promote the merchandise by utilizing two communicating device like telephone and telecasting. Foreign service supplier of insurance and Bankss have find that this is one of the effectual tool of advancing a merchandise. It is non ever possible for any company to make personal merchandising face to face with a client as it incure more cost and clip and at one clip merely one client is at that place so as to salvage clip, money and pull more client teleselling is used.. teleselling is a device which promote concern in which telemarketer with high communicative ability supports on traveling the procedure of converting a client. Insurance organisation demand to advance teleselling in India more as the chances are more. Insurance companu can <https://assignbuster.com/current-promotional-strategies-in-general-insurance-companies-business/>

non deny this fact that some of the populace sector insurance companies subdivisions do non hold telephonic services.

## **World Wide Web**

In Financial industries more importance is given to the online installations provided by the companies. As we find that in Insurance there are many quaries and ailment so if this mechanism is improved by the company to turn to at that place client so there will ne'er be communicating barrier. The more communicating is easy, effectual and cheap it pull the client. Today on-line purchase is available for every thing so if the publicity of the insurance merchandise is done on line so it clear the uncertainties of cutomers.

## **CURRENT PROMOTIONAL STRATEGIES IN GENERAL INSURANCE COMPANIES IN INDIA**

The chief aim of distinguishing a merchandise is by making inimitable, sustainable competitory advantage over the rivals for a period of clip. Insurance companies are expected to convey up attractive program to please at that place client. Insurance companies can be differentiated in these countries:

Merchandise

Distribution channel

Promotion

Customer service

Brand edifice

## Customer service

This undertaking is about the comparative survey of promotional schemes of the private and public general insurance companies, we are traveling to discourse about the different promotional schemes adopted by the three populace and three private insurance company.

The public companies taken for comparing are:

Public Ltd Co

Private Ltd Co

National Insurance Co

HDFC Ergo

New India Insurance Co

ICICI Lombard

United India Insurance Co

TATA Aig

## **NATIONAL INSURANCE CO**

### **About the company and their accomplishments**

NIC was established on 6th Dec 1906. After, 106 twelvemonth of incorporation, 37 old ages of nationalized 10 old ages delinking from GIC, NIC is the oldest insurance company of India, and among all the life and general insurance companies to be the headquaterd of the eastern part of the state.

<https://assignbuster.com/current-promotional-strategies-in-general-insurance-companies-business/>



NIC has been the market leader in northern and eastern zone of INDIA.

NIC showed an outstanding concern public presentation in the twelvemonth 2011- 12 by giving growing of 25 % .

The net income earned in last five twelvemonth is 331 Cr.

The Gross premium collected in the twelvemonth 2010- 11 ( 6246Cr ) and 2011-12 ( 7785 Cr ) . Which shows significant growing.

Under served market incursion award

Award for concern leading in nonlife class.

Strategic confederation with top car companies.

Bancassurance partnership with prima Bankss.

373 Business centres.

Office on wheel in two metropolis is launched.

63 % market portion of motor and wellness together.

Highest no of Motor policies issued. ( 16538468 )

## **PROMOTIONAL STRATEGIES ADOPTED**

### **Promotion activity**

They emphasis chief on making maximal client at low cost. They focused more on advertisement to aim there audience. print media was the chief

tool. They focused chiefly on day-to-day local and regional newspapers which gave a good reappraisal

They besides did merchandise advertizement through out-of-door show. advertisement through print media served double intent foremost for public proclamation and direct an internal motive step for internal client. Print advertizement with tie up with hero Honda physique at that place trade name equity. Electronic Media wireless and Television is besides used to be competitory in the market. By patronizing different seminars, conference event like quiz competition, cultural educational, musical, national and international lucifers, workshops etc they make a good public relation.

## **Techno Selling**

Company engaged in big undertakings and the HO manages all the operations and the policies of these undertakings. The techno selling section carries out assorted maps.

Steering for new undertakings and informing for new undertaking.

Keeping touch with agents, bidder, moneymans.

Conducting seminars and work store for clients.

## **NEW INDIA ASSURANCE**

NIA was founded by Durab TATA in 1919 and got nationalized in 1973.

Largest figure of office. first Indian non life insurance company to make 10073 cr gross premium. Received 1st award in highest client satisfaction with car insurance supplier.

## **Promotion activity**

The company has used assorted publicizing media to make the urban, semi urban and rural multitudes. Electronic media print media and out-of-door media are used for promotion intent. Billboards and glow mark have been placed at major route junction, main roads, railroad station, airdromes. Ads are displayed on theodolite media like coach, train, barricades etc. Banners are displayed at different local events in rural countries. They participate in carnivals, exhibition, and besides sponsor societal assemblage, events, athleticss. Organizing seminars, client instruction cantonments to educate client. For this twelvemonth the company ventured into telecasting and wireless activities all over India and to all age group.

## **Techno selling**

The techno section of new India confidence carbon monoxide attempts to go on to be at figure one place by conveying concern of big and operational hazard policies. New India dominate the market in subventioning Mega hazard policies. All the insurance companies try to convey more and more mega hazard policies.

## **Bank confidence and agents distribution channels.**

Agents channel premium contributed - 790 Cr, 41 % growing over last twelvemonth.

Bank confidence channel premium contributed- 243 Chromium

Major populace sector Bankss are involved in selling the policies of New India and after puting up their ain corporate bureau they have decided to reassign their corporate bureau to SBI Genaral insurance carbon monoxide.

## **UNITED INDIA INSURANCE CO**

United India Insurance carbon monoxide was incorporated on 18th February 1938. After nationalisation has grown with 18300 work force 1340 offices and 1cr policy holder. Covering employees of large public sector companies. Be a innovator in taking insurance to the rural multitudes by implementing cosmopolitan wellness policies.

### **Promotion**

UII has conducted assorted promotion campaing in assorted portion of the state through mass contact plan, so as to increasethe consciousness of rural insurance. They have undertaken promotion run which involve Television, wireless, streamer, coach pannel advertizement, sponsorship of events, hordings, tube Stationss, glow ball ad at airdromes, so that they become the most preffered trade name in the non life insurance. To demo the carbon monoxide vision they incorporated it on carbon monoxide calendar, journals, booklets, one-year study.

### **Selling**

The company is concentrating on chiefly selling merchandise in rural market, and societal sector and will increase the portions in assorted societal orientated strategy of province and cardinal authorities. They have started with web selling by establishing their online portal on 18th February 2012

and propose to upgrade their on-line selling capabilities in this twelvemonth.

## **HDFC ERGO**

Hdfc ergo general insurance company is a joint venture between HDFC and ERGO International AG, the primary insurance entity of Munich reinsurance Group. They are present in 71 metropolises and with 80 subdivisions with an employee base of 1234 professional. Awarded by ICRA for highest claim paying ability. ICAI award for excellence in fiscal coverage.

### Distribution Channels

The company offers different merchandise by mix distribution channels. The company is concentrating in beef uping at that place bureau force. They are seeking to spread out their geographical range. The on-line sale of policies through company web site, which started last twelvemonth is accepted by clients and is now widening to retail merchandises. The Multi channel attack of the company and the distribution theoretical account enables to make wider client Base.

The promotional schemes adopted by HDFC ERGO is really robust by utilizing the different distribution channels in promotion, wireless, Television commercials, print media and electronic media.

## **ICICI LOMBARD**

ICICI Lombard is the joint venture between ICICI bank and Fairfax financial keeping limited a Canada based financial service company. It is the largest private sector insurance company in India. Issued 76 lac policies and settled

44 lac claims and claim disposal ratio of 99 % . They received aureate Inachis io award for CSR, aureate Inachis io pioneers award in 2010, ratated highest in client satisfaction in Auto insurance, client and trade name trueness award in non life insurance.

## **Ad**

ICICI Lombard wellness insurance ad run was honoured at the 2nd CMO Asia award map.

Best selling run for the twelvemonth.

Brand excellence in BFSI. ( increased in footings of trade name trueness and client range )

Use of diverse media to make mark audience to better trade name consciousness.

Technical advantages

To better the graduated table of operations and increase channel reactivity engineering has played an of import function. To heighten channel service ability and client connect company has taken assorted techno selling enterprises.

Key enterprise by them is I spouse for the channel spouses self service.

Retail and SME merchandise were added to this platform which is a benchmark in the industry.

## **TATA AIG**

Tata AIG is a joint venture between TATA Group and American international group Inc. They were awarded for best travel insurance in twelvemonth 2012, best non urban coverage award.

They are into concern of assorted merchandise with the confederation of different channels. They have conducted assorted promotion campaing in assorted portion of the state through mass contact plan, so as to increase the consciousness of rural insurance. They have undertaken promotion run which involve Television, wireless, streamer, coach pannel advertizement, sponsorship of events, hordings, tube Stationss, glow ball ad at airdromes, so that they become the most preffered trade name in the non life insurance. To demo the carbon monoxide vision they incorporated it on carbon monoxide calendar, journals, booklets, one-year study.

## **Chapter 2: – Reappraisal OF LITERATURE**

While explicating any selling scheme, an insurance company should concentrate attending on 1. consumer sovereignty, 2. Attitude, 3. responsiveness and personal accomplishment of the on the job staff, 4. revitalizing the selling section, 5. top direction support given to the selling section, 6. participation of selling forces in cardinal company determination ( kumar Ashok 1991, with the same position, the premier aim of the survey was to cognize about the assorted promotional tools of private and public insurance company.

In India, to do comparative analysis of clients perceptual experience for promotional there are few Schemes of private and public ” “ sector insurance

companies to happen out cardinal promotional tools for insurance services on the footing of clients response. And they find out that both types of companies take the aid of about all types of media to advance their services in the state. The major difference in promotional start by private sector companies as comparison to public sector. The major difference in the promotional schemes adopted by the companies is two techniques of the publicity and they are " personal merchandising and direct selling: on the other manus the same are adopted by genitalias sector companies. The ground for this are high dependability and less net income orientation of public sector company of India does non travel for advanced schemes of publicity nevertheless they conducts and they go for synergistic selling through cyberspace but that is non promoted so much like private sector companies. Promotions had different facets for different industries, merchandises and services.

Its concluding end to pass on positive word oral cavity among bing sector. The client must be ensured that services provided by the advertisement but they are better in services, and peculiar company have been designed to give them a maximal value of there money and equal hazard screen as a whole. In brief, it can be said that in India whenever the quandary of private and public sector comes ever two things are considered that is Public sector is more dependable but non so good in quality and innovativeness and private sector is non considered so dependable, there may be hidden charges in the services and false an deceptive information in the advertisement but they are better in services quality. Private sector companies should be more true and dependable first like public company.



They have to win the trust of the client. Private sector companies are following more push schemes attract and catch the clients. this creates the difference between Promotional schemes adopted by public and private sector insurance companies.

Researchs discovered the difference in the promotional mix of the companies. Researches notices that the insurance companies have emphasized frequencies for each elements of promotional mix schemes adopted by the different insurance companies.

Companies have emphasized more on teleselling, advertisement in electronic media and print media and advertisement companies as extra promotional mix schemes.

Research workers discovered the that respondent have emphasize on public relation and promotion, gross revenues publicity and promotional tools to bring on consumers.

The insurance companies believe that the market research worker and study help advertisement director of insurance companies to take best combination of media to absorbed more prospective clients.

As there is an association between the market research and study with bustle of media, it is suggested that attempts need to be diverted by the insurance companies to the established section in insurance companies. Market research provide the precise information for insurance companies and enable them to take a right mix of promotional schemes to inform and prosecute the terminal user of the insurance merchandises.

Researcher recommended that trade name communicating should carefully done by the insurance companies to project the right sort of image in the head of the clients and the consumer, research workers have already proved that there is a different outlook exist in the head of clients of insurance.

Since the clients ' outlooks from a cardinal component of trade name scheme based on which suited trade name placement is evolved farther.

### **Chapter 3: – Scope OF THE STUDY**

I have done my thesis in New Delhi from 13. 12. 2012 to 11. 02. 2013. This undertaking is on the secondary informations available of 2 Public sector and 2 private sector insurance companies.

### **Chapter 4: – Aim OF THE STUDY**

The proposed research survey is to be centered around carry throughing the undermentioned aims:

To compare promotional mix of public sector insurance company with private sector insurance company.

Effectiveness of promotional Mix.

### **Chapter: -4 RESEARCH METHODOLOGY**

**Hypothesis: – Since The research is on secondary informations hence no hypothesis will be created**

**Research Design: – Descriptive Research**

**Sample Size and Design: –**

Target Population- Public and private insurance companies

Sample Frame- Data base of companies runing in Delhi and NCR

Sampling Unit- Individual companies

Sampling method - Convenience

Sample size - 6

Method of Data Collection- Secondary informations

## **DATA ANALYSY**

### **Gross premium underwritten for the month June 2012**

Tata-AIG

164. 59

ICICI-Lombard

367. 01

HDFC ERGO General

151. 71

New India

854. 93

National

752. 52

United India

737. 40

The Above information shows that the premium underwritten by New India insurance company is 28 % which is highest among all the other six companies.

## **Decision**

As we know every fiscal service provided any where include hazard and people are bothered about the security of it. Where of all time there is uncertainty there is hazard. Even the giant in fiscal service supplier takes insurance for their uncertainty. The Government of India has created history by conveying back insurance concern to private establishment on 24th October 2000 by presenting IRDA. Present state of affairs shows that the organisations are viing in complex concern environment. Paul Cox, ( 2007 ) revealed a fact that fiscal service suppliers are non perceived extremely sure

promote insurance concern is rather distinguished matter, increasing competition and efficiency of regulative environment, complexness in the insurance services This is the clip when insurance are offering new and advanced services, often in the market.