

Examples of Co-Creation Research



Life Insurance Exploration with Affluent Consumers

In-person focus groups and telephone in-depth interviews with affluent consumers to understand **financial planning** and to help design life insurance solutions to their needs

Middle Market Ideation

In-person focus groups with middle market consumers designed to explore their specific needs and wants, and to uncover **insurance solutions**



Personal Lines Renewal Experience

In-person focus groups with consumers to ideate/create the **ideal renewal process**. Participants were broken down into teams to develop an ideal customer journey

Commercial Lines Optimal Experience

In-person, workshop style focus groups with SBOs to build an entirely new **commercial lines process**



P&C Partnership Co-Creation

Online bulletin board with principals and producers to co-create concepts to increase **loyalty and engagement** with an insurance carrier

