



LIMRA Europe Custom Research Services

We'll help you uncover the answers...



LIMRA[®]



LIMRA Europe Custom Research Services

provide a unique, regional industry perspective and subject matter expertise. With an in-depth understanding of the European financial services industry and marketplace, our researchers offer comprehensive solutions to support your business development.

WHAT WE OFFER

Syndicated Studies

Participating in syndicated research — joining other companies with common information needs to fund projects — is a cost-effective way to gain valuable data and insight. LIMRA Europe currently offers Syndicated Consumer Research Studies and Syndicated Business-to-Business Studies.

The Benefits

In addition to the cost efficiency and comprehensive value, LIMRA's syndicated research offers two major benefits that differentiate us from other providers:

1. Each participating company may include one free question of its own, to tailor the study to its own requirements. Further questions may be added at a small extra cost.
2. The researchers will present the findings to each participating company to enable a detailed discussion on what the findings mean.



View Focus Groups

Evolving technology and market forces influence customer thoughts and decisions. To gain market share and secure profitable growth it is essential to truly understand what's going on in the minds of consumers. To help you build a strategy and understand customer perspective in an entirely new way, LIMRA can construct a series of customer focus groups.

The Benefits

You will have the opportunity to:

- Submit your own questions for the groups to cover
- View the focus groups in a viewing studio
- Take part in a discussion with other participants from the industry following the focus group

Best Practice Report

Designed to help companies increase the value they extract from their research, the Best Practice Report will:

- Help you assess the use of research in determining your company's strategic direction
- Recommend how to communicate and use existing research to greater effect within your business
- Help you identify new research needs
- Offer ways to obtain greater value from your research budget
- Help you use the LIMRA benchmark study to identify ways to derive greater value from your research budget
- Show how you can take advantage of LIMRA's global presence to add new dimensions to your research

Strategic Company/Industry Positioning Papers

In building strategy, companies need to undertake research that monitors the current state of the life market as well as their own competitors. Through this market observation organisations will learn to respond to competitors' actions. Ideally, an initial comprehensive report is supplemented with targeted reports outlining changes that have occurred since.

The Benefits

- Obtain an objective, factual overview of the life market that focuses on your company's areas of interest within products and distribution
- Monitor how the life market develops over time
- Receive LIMRA's assessment of and insight into current issues, future developments, and strategies to help you move forward



By combining qualitative and quantitative research methods LIMRA works closely with clients throughout the process to meet specific information needs. Project deliverables include an initial comprehensive written report followed by quarterly update reports.

LIMRA Certification of Best Practice

A productive and engaged workforce means a positive impact to your organisation's bottom line. Position your employees for high performance by providing them with materials and best practices that give them the knowledge and insight they need to succeed.

LIMRA will review your organisation's technical manuals and best practice documents and help you identify gaps in order to endorse your content.

The Benefits

- Improve the performance of those using best practice materials
- Enable best practice management principles for consistent corporate application
- Avoid repeating mistakes
- Minimise financial and operational risks

LIMRA will provide a full confidential report containing recommendations from the review.



Assistance With Training or Strategy Events

By applying LIMRA's acknowledged expertise in global life and pensions marketplaces, companies can receive assistance in creating training conferences and strategic events. This includes:

- Expert speakers both in-house and from among our industry contacts
- Help putting together the concepts, format, and agenda for the event
- Providing content for presentations or complete presentations

Facilitating Company or Country Visits

For companies looking to understand the financial services marketplace outside their own countries, LIMRA Europe can create programmes and organize company visits focusing on any aspect of the life insurance industry in any European, African or Middle Eastern market where it has members. As LIMRA is a global organization, LIMRA Europe can also facilitate visits to any other part of the world where it has member companies through its international network.

LIMRA can set the scene for such visits by using its knowledge of global marketplaces to present information to visitors either in advance by video conference or at the outset of the tour. Companies may contact LIMRA's expert consultants at the end of the trip for answers to outstanding questions and to summarise key issues that may have arisen.

Want to learn more?

For more information regarding any of the above services, please contact our Research Manager, Chris Heath at chris.heath@limraeurope.com or +44 (0) 1923 43 7715.

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LIMRA Europe, 2nd Floor, Cardinal Point, Park Road, Rickmansworth,
Hertfordshire, WD3 1RE, United Kingdom

Phone: +44(0) 1923 43 7685

Fax: +44(0) 1923 43 2814

Web: www.limra.com

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