

LIMRA's 2009 New Research Projects



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As our industry continually faces new challenges, the need for relevant information on critical issues rises daily. LIMRA recognizes this need and has identified a number of new research studies that will give members insights into these contemporary problems. These projects are in addition to our numerous, on-going benchmarking studies.

This document provides a short description of these new studies with their projected release dates and the research units that are conducting the studies.

**For more information please contact
LIMRA's InfoCenter at 860-285-7767 or infocenter@limra.com.**

Developmental Research			
Company Practices in Social Responsibility	A survey of company practices on programs in corporate and social responsibility, including green initiatives.	Scott Kallenbach	Q2
Life Settlements	This study will look at the identification and impact of life settlements on life insurance companies and begin collecting trendable information.	Jim Mitchel	Q2
Customer Satisfaction Programs	A company practices survey of how companies are measuring customer satisfaction and how they use the results. It will include both end customers and distributors and satisfaction with point-of-sale and customer service.	Jennifer Douglas	Q3
Effective Sales Process for Insurance Products	Companies often focus on products rather than sales training. Yet effective sales techniques can help financial consultants that concentrate on investments learn how to effectively sell risk products. This research will study which sales tracks and techniques are effective, building on Behavioral Economics research on how consumers make financial decisions.	Jim Mitchel	Q4

Distribution Research			
The Use of Advisors Across Life Stages	This study will examine how customers use advisors during different life stages, and will examine if there is a tendency to switch professionals at key stages or to stick with a single trusted advisor.	Todd Silverhart Patrick Leary Matt Drinkwater	Q1
Forces of Change: Issues Facing Distribution Leaders	This study will seek to understand the profile and preferences of advisors and sales professionals selling retail financial services products, and how these preferences vary by channel.	Lucian Lombardi	Q2
Sales Management Practices Today	This study (in several phases) will analyze sales management practices. What functions are managers performing? How has the job changed? What competencies are needed to succeed in today's environment?	Kathleen Krozel	Q2
Competing for Sales Talent: Phase II	Recruiting recent college graduates or the currently employed is tougher than it used to be. Phase I of this study was based on focus groups of recent college graduates that explored their perceptions of financial services sales positions. In Phase II, LIMRA will examine retention-related issues. Through focus group discussions, we will explore what sales reps value in their early years with a company and why they stay. Job changers will also be interviewed to understand why they leave.	Patrick Leary Polly Painter-Eggers	Q2
Raising the Quality Standard: The Producer's View	This survey of LIMRA's Producer Panel will explore in-depth several support items that producers identify as important, and will look at what companies are doing right, and where they can improve.	Patrick Leary	Q2
Direct Response Metrics	This survey will examine trends and compare marketing metrics of companies using direct response distribution systems.	Ron Neyer	Q2

International Research			
“Green” Products	Financial services companies around the world are addressing the environment and how to provide services and products geared towards stimulating environmentally sustainable practices. This study looks at what companies are doing worldwide about going green.	Brian Eves	Q1
Bancassurance Sales	This study conducted in Latin America and Asia will look at various aspects of bancassurance operations from the insurance company’s perspective. Percent of business coming from bancassurance and type of product sold will be provided.	Lori Chester	Q3
Call Center Operations	This report will explore the function of call centers, recruiting practices, assessment techniques and programs for development and retention of call center representatives. The study will encompass Latin America, Asia, and the Caribbean.	Ruthine Williams-Baron	Q3
Retirement Issues Throughout the Globe	The research will examine questions such as how important are tax incentives in the development of individual pension products? Is annuitisation likely to grow in popularity or will consumers demand products that offer ever greater access to accumulated funds? Is there a widespread future for reverse mortgages or equity release to supplement income in retirement?	Chris Heath	Q3
Worksite	This study will explore the prevalence of worksite marketing in various countries of Asia and Latin America and analyze issues such as the products distributed, types of producers used, services and enrollment options, compensation of producers, and challenges faced by companies in using this channel for distribution.	Ruthine Williams-Baron	Q4
Annuity Study	A study looking at variable annuity product design and features will be launched in Europe. Sales data by premium and policies will also be collected.	Jen Berlin	Q4

Markets Research			
The Use of Advisors Across Life Stages	This study will examine how customers use advisors during different life stages, and will examine if there is a tendency to switch professionals at key stages or to stick with a single trusted advisor.	Todd Silverhart Patrick Leary Matt Drinkwater	Q1
Tracking Opinions of the Public in Canada (TOPIC)	TOPIC monitors public attitudes about issues and trends that affect the financial services industry. The study examines information on the ownership of a variety of financial products (including life insurance, savings, and retirement products), knowledge about what products life insurance companies offer, and financial concerns.	Nilufer Ahmed	Q2
Industry Reputation Assessment	This study will explore consumers' attitudes toward financial services organizations, attitudes toward (and use of) types of producers, awareness of and interest in various products, and brand image. (May be conducted jointly with ACLI.)	Cheryl Retzloff Todd Silverhart	Q3
Advanced Sales Information	Since most advanced sales are in the affluent market, this company practices study looks at how products are being sold to the affluent; software development; how companies are servicing top producers; how companies are defining financial planning in light of 202(a); and what advanced sales will look like in the future in terms of demographics, distribution, etc.	Jim Mitchel	Q3
Generations X and Y	This study is a qualitative follow-up to the 2008 study to explore issues such as which protection products will be top of mind, how to educate, attract, and sell to Gen X and Y, the desired value proposition in terms of product and distribution, and their use of advisors.	Nilufer Ahmed Mary Art	Q4
Consumer Purchase Patterns in the Current Economic Environment	In light of current economic turmoil, it is apparent that consumers are experiencing unprecedented pressures in managing their personal finances. To help financial services companies understand these pressures and provide them with insight as to how discretionary purchases are being prioritized, this study will examine the purchasing behaviors of consumers as they try to navigate through these uncertain times.	Todd Silverhart	Q4
Affluent Market Study	Last conducted in 2001, the LIMRA-McKinsey affluent study is being updated. The study focuses on advisors used, share of wallet, consolidation and wealth management, preferences for type of advice, and self-directed investing.	Jim Mitchel	Q1 (2010)

Product Research			
Simplified Issue Individual Life Insurance	This study will survey carriers that offer products on a simplified issue basis, and will focus on product designs, target markets, distribution channels, underwriting practices, and the use of new technology.	Nancy Muise	Q1
Employer Trends Study	With the economic turmoil expected to last through 2009, LIMRA will examine the impact the economy has on retirement and employee benefits. In Phase I, we will go out to a random sample of employers and ask if they offer benefits, what benefits are offered, and what their plans are for the next 24 months. In Phase II, we will ask employers who offer retirement and employee benefits, more in-depth questions regarding product offerings and changes to their benefits portfolio. This study will update earlier employer research conducted in 2006 and 2007.	Jennifer Parmelee Witt Anita Potter Matthew Drinkwater	Q1 & Q4
Very Small Businesses	This study will involve a survey of small businesses (1 to 99 full-time employees) with a special emphasis on very small businesses (1 to 9 employees). The focus will be on employee benefits and individual insurance products of the business owner, as well as relationships with advisors for both the business and personal needs of the owner.	Jim Mitchel	Q2
Life In-Force Programs	What services do companies provide and what do customers want? This study will be based on a survey of carriers and customers.	Karen Terry	Q2 & Q4
Individual Life — Speed to Issue	How long does it take companies to issue a policy? What are best practices and what are the holdups in the process? This study will look at improving underwriting efficiency and new business process.	Karen Terry Ashley Durham	Q4

Retirement Research			
The Use of Advisors Across Life Stages	This study will examine how customers use advisors during different life stages, and will examine if there is a tendency to switch professionals at key stages or to stick with a single trusted advisor.	Todd Silverhart Patrick Leary Matt Drinkwater	Q1
Positioning of Assets in Retirement	What are retirees doing with assets when retiring and beyond? Do they use a systematic and deliberate process when withdrawing assets?	Matt Drinkwater Sally Bryck	Q1
Employer Trends Study	With the economic turmoil expected to last through 2009, LIMRA will examine the impact the economy has on retirement and employee benefits. In Phase I, we will go out to a random sample of employers and ask if they offer benefits, what benefits are offered, and what their plans are for the next 24 months. In Phase II, we will ask employers who offer retirement and employee benefits, more in-depth questions regarding product offerings and changes to their benefits portfolio. This study will update earlier employer research conducted in 2006 and 2007.	Jennifer Parmelee Witt Anita Potter Matthew Drinkwater	Q1 & Q4
Retirement Income Product Trade-off Analysis	This study will involve conjoint analysis to determine the correct bundling of products for retirement income and the profiles of consumers for choosing those bundles.	Marie Rice	Q2
K-12 Plan Administrators Survey	This study will update how school systems are planning to handle the transition to ERISA plans; i.e., Are they looking for an aggregator? Will they remove all but one provider in the plan?	Cecilia Shiner	Q2
Annuitization Study	This study examines the payout options selected, relationships with sales representatives, satisfaction, sources of household income, and retirement savings of annuitants. It also identifies which insurance and financial products they own.	Matt Drinkwater	Q3

Retirement Research (continued)			
Rollover Study	This report provides results of a survey of job changers and retirees who have recently had an opportunity to take a lump-sum/rollover distribution from their employer-sponsored retirement plans.	Matt Drinkwater	Q3
The Role of Advisors in Retirement Income Planning	This study will explore how best to train financial advisors on retirement planning, and it will be based on a survey of advisors. Issues examined will include advisors' attitudes toward and understanding of annuities, and what advisors look for from insurance companies.	Matt Drinkwater	Q4
Annuity Services Capabilities	This report will be based on an in-depth survey of annuity companies, covering both variable and fixed deferred annuity products. Topics will include death and living benefit riders, premium bonus riders, liquidity riders, and guaranteed minimum interest rates.	Matt Drinkwater	Q4
Retirement Plan Provider Internet Practices	This study will update retirement plan provider Internet marketing practices and online communities. Topics include plan provider Internet strategy, Web site functionality, and Web utilization. Both defined contribution plans and defined benefit plans will be covered, and services for plan participants, plan sponsors, and advisors will be examined.	Mary Art Matt Drinkwater	Q4

Strategic Research			
The Impact of Financial Crisis on Financial Products	LIMRA will conduct surveys to assess the impact of the current crisis in financial markets which led to the congressional rescue plan on attitudes and behavior of U.S. consumers and producers. What actions have consumers taken with their financial products, and what are producers doing to address the concerns of their clients?	Jennifer Douglas Scott Kallenbach	Q1
Implications of Potential 2009 Tax Changes on the Industry	As the estate tax is revised in 2009, the government may consider repeal of the life insurance industry's tax advantages. This report will examine potential developments and implications so companies can develop strategies under various possible outcomes.	Scott Kallenbach	Q2
Report on Retirement Income	In a comprehensive quantitative examination of the retirement income industry, this report will provide strategic information on market potential, products, and distribution channels for helping consumers with their retirement income needs.	Scott Kallenbach	Q3
Solutions for Impending Financial Advisor Shortage	This report looks at non-traditional sources of financial advice other than career agents and wirehouse reps, and examines what skill sets are needed by new advisors, and what the receptivity of independent organizations is to developing new reps.	Scott Kallenbach	Q4
Research Briefings	These short reports provide timely assessments of key industry issues based on company surveys that are fielded periodically and in response to important industry developments.	Scott Kallenbach	Various

Technology in Marketing and Distribution Research			
Emerging Technologies	What technologies are on the horizon that are likely to impact the marketing and distribution of insurance and financial services products? This paper will discuss these emerging technologies, the potential they hold, and likely challenges in reaching their potential.	Mary Art	Q1
Consumers, Technology, and the Future of Online Information, Marketing, and Sales	As technology continues to evolve, so does consumers' use of it. This study will provide an update on consumers' use of technology as they learn about and buy financial services products, addressing issues such as: how they learn about products online, what marketing approaches get their attention, and how they want to buy. It will also explore possible future trends.	Mary Art	Q2
Social Networking as a Viable Marketing Approach for Insurance and Financial Services	Marketers are scrambling for information to guide their thinking as they look to include social networking developments into their marketing plans. This white paper will examine the uses of social media in general, what this phenomenon can realistically accomplish, the making of a business case, and unique challenges in the compliance-sensitive financial services industry.	Elizabeth Schwarz Todd Silverhart	Q3
eMarketing as an Important Marketing Approach	In an effort to continue to develop LIMRA's eMarketing Research program, a series of eMarketing studies will be conducted. Potential topics include: eMarketing's Impact on Customer Experiences, Email Marketing as an Effective Communication Tool, and Email Marketing Best Practices.	Elizabeth Schwarz	Q3
Generations X and Y	This study is a qualitative follow-up to the 2008 study to explore issues such as which protection products will be top of mind, how to educate, attract, and sell to Gen X and Y, the desired value proposition in terms of product and distribution, and their use of advisors.	Nilufer Ahmed Mary Art	Q4
Producer Use of Technology	Carriers continue to focus on how to optimize producers' use of technology to gain efficiencies and generate business. This study will continue LIMRA's research on field technology by exploring topics such as: (1) What leads to "excellent" online experiences for producers? (2) Producers' interest in and use of Web 2.0 technologies for business; and (3) Evolving use of wireless technologies.	Mary Art	Q4
Retirement Plan Provider Internet Practices	This study will update retirement plan provider Internet marketing practices and online communities. Topics include plan provider Internet strategy, Web site functionality, and Web utilization. Both defined contribution plans and defined benefit plans will be covered, and services for plan participants, plan sponsors, and advisors will be examined.	Mary Art Matt Drinkwater	Q4



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