

# RSI Insurance Case Study



## SERVICES AVAILABLE

- **DATA ON DEMAND**

Get the data you need in one-off reports.  
Fast, easy and cost effective.

- **LICENSED SOFTWARE AND DATA**

License data and software from all the major providers for in-house use.

- **DATA MANIPULATION**

Turn your corporate data into the asset it should be without the need of programmers and IT specialists.

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- **CONSULTING**

Let RSI help you find the data and software you need without the additional cost. Always unbiased, never any mark-ups.

**Client:** Leading Insurance Provider

**Industry:** Finance and Insurance

**Challenge:** Better understand current customer base and target Broker communications

**Solution:**

- Using Portfolio with demographic and segmentation data to append information to existing book of business
- Using MapInfo Professional and Portfolio to visually map out market potential
- Using demographic and survey data to determine best marketing channels

**Results:**

- Better understanding of current book of business (customer database) via industry specific clusters
- Targeted geography lists generated and sent to participating Brokers for execution
- More precise targeting of existing customers base via media they are most likely to respond to