

New Distribution Channel Development

World Leading Insurer

The Challenge

A global insurance and financial services organisation, was looking to establish their presence rapidly in the SME business insurance market in Australia. To compliment their strategy of distribution diversification, Affinity Maker™ was engaged to help them reach, understand and meet the needs of targeted SME customers by:

- Identifying new market access points
- Supplementing their capabilities and resources.
- Complimenting existing organisational relationships

The Task

Through our contact network and knowledge of the market, we were able to identify several affinity partnership / strategic alliance openings where the insurers' services are a logical brand extension. The insurers' services provide an added value to the customer and provide additional revenue to the brand and also to the insurer.

The Results

We are currently formalising these relationships. Not only do we find new distribution channels for the insurer, but we have an ongoing management role to ensure the partnership delivers maximum value.

