

Case Study – Strategy: Refining segment focus and better understanding the opportunity available in the market place

The Question

“How, and in what product(s) and segment(s), should we look to expand our portfolio?”

The Approach and Solution

- Took an iterative, top-down approach to pinpoint areas best suited for U.S. growth, analyzing all U.S. P&C product and market segments across market attractiveness and insurer fit
- Determined market size and accessibility of potential segments
- Aligned on four target segments for deep dive analyses, using Aon placement data and practitioner insight, where relevant

The Outcome

- Identified what it takes to win in selected products and segments
- Identified potential premium opportunities associated with various operating models and entry strategies
- Provided insurer leadership with business case and supporting context for potential market entry into target segments

