



Genworth®
Financial



CUSTOMER MARKETING

STRIKING A CHORD WITH CUSTOMER NEEDS

Marketing analytics

Customer Marketing

Product and innovation

Channel distribution

Service and claims

Compliance & governance

Information technology

Genworth Marketing Solutions

Maximising customer loyalty – the key to long-term growth

Getting to the heart of customers' needs is crucial if we are to succeed in generating business growth. Many businesses are seeking new ways to generate additional revenue yet simply increasing marketing activity is seldom enough, as even the most tried and tested marketing programmes will become tired and ineffective over time. Our approach recognises that what was relevant a few years ago may be inconsequential today.

Our specialist Lifestyle Protection experience and capabilities coupled with our bespoke research give us a deep understanding of customer mindsets and motivations. This understanding underpins our marketing strategy by helping us to identify the optimum channel, product and message to recruit, up-sell, cross sell or retain customers.

This enables us to unlock incremental revenue streams from your existing customer base and optimise their lifetime value, so ensuring sustainable growth for our clients.

Relevance, timing and seasonality

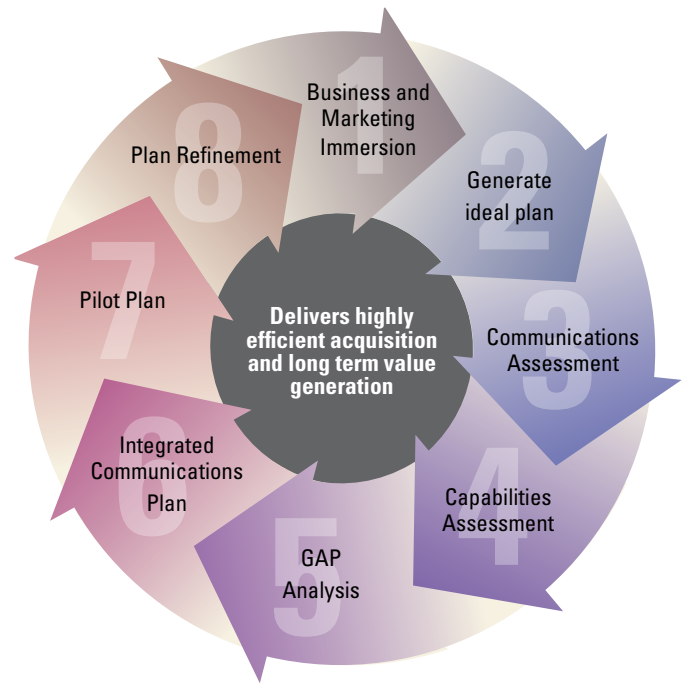
We never forget that in-depth knowledge of customers is essential to achieving sustainable growth in the long term. Our marketing knowledge and analytical expertise ensure that we match the right product to the right person at the right time and at the right price, leading not just to increased sales but also a positive customer experience that encourages long-term loyalty.

Campaigns that acquire profitable customers for our clients



Marketing planning process

Our multi-stepped marketing planning process is specifically designed to deliver campaigns that deepen customer engagement in every communication, while at the same time driving acquisition, cross-selling and retention. Our commitment to a thorough planning process ensures all campaigns are underpinned by relevant insight and designed to meet your specific objectives with clear accountability and measurable results. And because the investment of time and marketing spend is our own, you won't accrue any additional costs.



Campaign delivery

Within your marketing programme, each campaign has a rigorous service delivery framework covering all elements to ensure a quality service through all touchpoints with your customers. It covers tight campaign objectives, a detailed campaign brief and timing plan, compliant campaign execution, live reporting, corrective action planning and measurement against objectives.

All of our quality systems are designed to 'get it right, first time, every time'. We have established robust working practices based on a six-stage process:

	Initiate	Define	Design	Implement	Fulfilment	Measures
PROCESS	<ul style="list-style-type: none"> Identify customer needs Project scope Viability assessment 	<ul style="list-style-type: none"> Agree campaign objectives and targets Budget and resourcing 	<ul style="list-style-type: none"> Generate campaign brief Return on investment calculated Full costs established 	<ul style="list-style-type: none"> Resource preparation Production of segmented materials 	<ul style="list-style-type: none"> Campaign delivery Contingency plan ready based on early performance indicators 	<ul style="list-style-type: none"> Measure campaign effectiveness Continuous reporting
OUTPUTS	<ul style="list-style-type: none"> Campaign overview 	<ul style="list-style-type: none"> Resource Plan Costings Timing plan 	<ul style="list-style-type: none"> Campaign brief including targets Evaluation plan 	<ul style="list-style-type: none"> Production and deployment plan across channels 	<ul style="list-style-type: none"> In-flight correction agenda 	<ul style="list-style-type: none"> Commendation Insight Performance reporting

Creating greater returns on investment

Our ability to increase return on investment, and therefore your income, is a major factor in the success of our clients across Europe. Our integrated campaigns have seen conversation rates regularly exceeding 20% with many of our products across Europe.

Case Study: We executed a programme of acquisition campaigns for a leading bank in Southern Europe using their data and our research insight. Our 'save the sale' campaign reduced attrition from more than 30% to 18% and further performance analysis of volume, value and return on investment led to the refinement of all activity and the development of cross and upsell programmes.



FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING



Contact:
Genworth Financial
Lifestyle Protection
Tel: +44 (0) 20 8380 3000
Info-gms@genworth.com
Genworth.com

Genworth Financial is the trading name of Financial Assurance Company Limited (Registered in England with number 4873014; Registered address: Building 11, Chiswick Park, Chiswick High Road, London, W4 5XR) and Financial Insurance Company Limited (Registered in England with number 1515187; Registered address: Building 11, Chiswick Park, Chiswick High Road, London, W4 5XR). The above companies are authorised and regulated by the Financial Services Authority. Financial Assurance Company Limited: FSA registered number 229586. Financial Insurance Company Limited: FSA registered number: 202639. This information is not a consumer advertisement and must not be used with customers.

©2010 Genworth Financial, Inc. All rights reserved. Genworth, Genworth Financial and the Genworth logo are service marks of Genworth Financial, Inc.