



Genworth®
Financial



GENWORTH MARKETING SOLUTIONS

CREATING A MORE PROFITABLE FUTURE

Marketing analytics

Customer Marketing

Product and innovation

Channel distribution

Service and claims

Compliance & governance

Information technology

Genworth Marketing Solutions

Marketing Solutions that combine to deliver significant income growth

Stretched targets, reduced budgets, increased competition, regulatory change and economic volatility are the reality of today's business. While many insurance providers retreat into their core businesses, we at Genworth see new opportunities for our clients to excel. Through a wide consumer insurance product range, enhanced by effective marketing, channel and leading technology solutions, Genworth has the ability and capacity to drive significant income growth for our clients at a time when they need it most. Our full-service solutions can cut your costs, protect your portfolio and generate new income with a minimum level of investment.

Genworth Marketing Solutions is a key growth enabler, providing market-leading capabilities built on a strong foundation from one of the world's leading specialist insurance companies. While each of its components is individually strong, they are even more powerful together, leading to greatly improved sales, enhanced customer satisfaction and overall customer loyalty at no extra cost to you.

We combine proven insurance experience with customer data and industry-leading marketing capabilities to deliver and exceed your income targets. Our bespoke marketing programmes will deliver product and channel solutions to improve customer retention and achieve your business goals and our compliance expertise ensures your reputation is always in safe hands.



Increased revenue

Drive immediate incremental revenue through exploiting untapped opportunities



Marketing performance

Deliver compelling consumer campaigns that drive marketing performance



Product penetration

Increase product holdings through cross and up-sell based on customer needs



Customer loyalty

Improve customer retention and brand loyalty



Sustainable growth

Generate long term income and increase customer lifetime value

Through a deep understanding of customer needs and the events that trigger the purchase of insurance, we can meet the needs of your customers by providing the most suitable products, through their preferred channels, at the most appropriate time.

Genworth Marketing Solutions Process Flow



A powerful range of services built with specialist knowledge

As one of the world's leading specialist insurance companies, we have the experience and resources to fully understand the opportunities within your customer base. We deliver highly effective marketing programmes designed specifically to achieve growth using market-leading data analytics, innovative products and channel expertise.

On their own each can add value to your business but together these marketing services enable you to unlock more revenue by optimising new customer acquisition and cross-selling to existing customers as well as increasing long-term customer retention. It's our marketing investment, so no additional costs in terms of expenditure or time are passed on to your business.



Marketing analytics

Customer response and propensity modelling is driven by our unrivalled insight into the preferences and behaviours of protection insurance buyers, based on over 30 years of experience servicing 13 million policyholders. The application of our segmentation tools to any customer database results in highly accurate marketing programmes.



Product and innovation

Our comprehensive suite of Lifestyle Protection products is engineered to perfectly match the needs of multiple demographic groups in any country. We continually use customer insight to innovate and further refine these product propositions to meet ever-changing market, client and customer needs.



Customer marketing

Knowledge gained from delivering programmes across more than 20 countries drives marketing efficiency to increase revenue for you. The systematic application of our programmes maximises customer lifetime value from policy sales, up-selling, cross-selling, retention, win-back and customer referral strategies.



Channel distribution

We have extensive experience across all sales channels including telemarketing, direct mail, online and retail. This enables the delivery of integrated distribution strategies that are tailored for markets, products, brands and customer segments to maximise sales.



Service and claims

Our dedicated in-house resource exceeds industry benchmarks, ensuring compliant sales and service for consumers. At the heart of our proposition is a Customer Service Centre which excels in all aspects of claim handling to ensure your business enjoys a reputation for unrivalled customer care. In 2009, we paid more than 200,000 claims for customers across Europe.



Compliance and governance

Our rigorous and proactive attention to regulatory environments ensures industry and market best practice is followed. We work on a pan-European level with local market presence to provide a compliance service that allows enhanced business performance, while consistently treating customers fairly and effectively managing regulatory risk for both our clients and ourselves.



Information technology

Our fast-track IT development can be deployed in multi-channel environments to deliver both ready-made and bespoke IT and web-based solutions. We have invested significantly to ensure we deliver an improved customer experience with substantial integration and functional benefits to our clients.

Combining all of our capabilities means delivering more, for less

Genworth Marketing Solutions drives long-term business growth by bringing together the capabilities and expertise of Genworth and the untapped potential of your customers, with our marketing investment and minimal demands on your time. Together we have the ability to exceed your business goals both now and in the future.





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.