Chapter 6

Summary of conclusion and suggestions
The concept of marketing of insurance companies insurance services, which was unheard of in the years gone by, has today assumed utmost importance. The insurance companies are devising various innovative services to meet the diverse needs of their customers. On the other needs and requirements. Therefore, insurance company are now transcending the routine insurance company operations and venturing into the hi-tech world of financial services to provide their customers with best service. An attempt has been made in preceding Chapters in respect of financial services offered, customer relationship management processes marketing strategies and customer perceptions of insurance company and insurance services. The present Chapter summarizes the conclusion and offers suggestions to formulate effective marketing strategies to improve the customer satisfaction.

CONCLUSION

Marketing Strategies

➢ The analysis of the product related strategies reveals that both insurance companies prefer to offer technology based and innovative services. On
the other hand, LIC offers more innovative products to all the public like business, poor and weaker sections of the society where as Bajaj Allianz also offers innovative services to the public, mostly for the income group in Kadapa town.

- The analysis of place related strategies reveal that LIC adopts a nook and corner strategy for providing insurance services to a large customer base where as Bajaj Allianz opts for a fewer branches strategy.

- The promotion related strategies of various categories of select insurance company discloses that they are quite indifferent towards promoting their products or services. LIC adopts a strategy of "lesser investment in promotional expenditures" while Bajaj Allianz implement a vigorous promotional strategy which emphasizes on personalized sales, pioneer advertising and products’ demonstrations. This strategy helps a insurance company to convert single service users into multi-user clients.

- The analysis of price related strategies of various categories concludes that LIC adopts lower pricing strategy for their customers. The prices of the products are fixed as per the guidelines issued by government in public sector companies. On the other hand, private sector company (Bajaj Allianz) implements either the cost based pricing method or market based pricing method, which maximizes its profits.

- The analysis of people related strategies reveals that public sector insurance company believes in huge workforce strategy whereas private
sector insurance company (Bajaj Allianz) opts for the quality of workforce strategy. The public sector insurance company (LIC) invests heavily in their employees and as such training is a regular feature in the insurance company.

- As far as the strategies pertaining to physical evidence of select insurance companies are concerned, the public insurance company’s emphasis is on branch well located while Bajaj Allianz more on systematic branch layout.

- LIC concentrates more on ‘identifying customer groups strategy’ among all other market processes strategies Bajaj Allianz depends more on ‘marketing representatives and identifying customer groups strategy’ in Kadapa Municipal Corporation.

- Customer processes strategies are more adopted in Bajaj Allianz than LIC. It is due to more insurance company and customer meets and focus on customer needs.

- LIC adopts more operational processes on ‘systematic computerization strategy’ among all other operational processes. But, Bajaj Allianz opts for ‘systematic computerization and office / employee call programmes’ in Kadapa Corporation.
Customer Perceptions

➢ An analysis of demographic aspects of sample respondents show that the younger generation prefer private sector insurance company to public sector insurance company in Kadapa Corporation.

➢ The post-graduate customers are more in LIC when compared to Bajaj Allianz. The reason may be due to it is a public sector company. Customers belong to under-graduates and other education level customers are less in both select insurance companies.

➢ Most of the customers of LIC have less income level than the Bajaj Allianz because the minimum premium is less in public sector insurance company when compared to private sector insurance company in Kadapa Corporation.

➢ Bajaj Allianz customers have more account in ‘pension Plans’. The reason is that it provides speedy and efficient services to the customers.

➢ Among all the Policy types LIC occupies first position than the Bajaj Allianz because it is a reputed insurance company and service charges are less than in Bajaj Allianz.

➢ The customers of LIC have chosen the insurance company on the ground that it is located in different locations in the town, friends and relatives recommendations, acquaintance with insurance company officials and reputed insurance company.
➤ The customers of Bajaj Allianz have selected the insurance company due to efficient and speedy service, customer's value and longer working hours.

➤ LIC implements different personal insurance schemes like life insurance, joint life insurance, endowment policy, money back policy, schemes for children, retired and old people, women and students whereas Bajaj Allianz offers only life insurance, pension schemes and schemes for retired old people in Kadapa Municipal Corporation.

➤ LIC provides awareness regarding insurance services through newspapers, family friends and relatives and also audio and visual media as it is a reputed insurance company established in rural areas also. The rural public has well awareness with regard to newspapers and audio / visual media.

➤ The customers of Bajaj Allianz are having more awareness of insurance company's services through its insurance company's staff, friends / relatives experiences, insurance company brochures and publications.

➤ There are differences in satisfaction levels of customers in select insurance companies with regard to personal insurance services in Kadapa town. The level of satisfaction varies from 1.34 to 2.37 weighted average points regarding these services in LIC whereas in the case of Bajaj Allianz the level of satisfaction ranges from 1.00 to 2.90 weighted average points.

➤ The level of satisfaction in LIC with regard to insurance company's services ranges from 1.00 to 2.74 weighted average points whereas in Bajaj Allianz from 1.00 to 3.00 points. More customers of private sector
insurance company are satisfied with regard to these services. In other words, the level of satisfaction differs from public to private sector insurance company.

The level of satisfaction ranges from moderate to high moderate level with respect to insurance company’s atmosphere factors such as décor of the insurance company, parking place, atmosphere in the insurance company, location of the insurance company, layout of the insurance company, sitting facilities provided in the insurance company in LIC. But it varies in between 1.20 to 2.95 weighted average scores in Bajaj Allianz due to systematic insurance company’s layout, pleasant atmosphere in the insurance company, décor and location of the insurance company in Kadapa town.

In LIC, the level of satisfaction varies from one service to another service ranging from 1.73 to 2.30 weighted average score i.e., for service charges, introducing innovative services, insurance company’s publications regarding to performance of the insurance company and advertising pertaining to services. But it ranges from low level to moderate level in Bajaj Allianz. However, the satisfaction of insurance company’s services is high in LIC when compared to Bajaj Allianz as it charges more service charges and poor performance in introducing the innovative services in Kadapa Municipal Corporation.
The level of satisfaction of policy holder with regard to service charges on various policies is moderate in both the select insurance companies.

In Bajaj Allianz, customers feel 'safety in dealing' is an important requirement to provide security.

The analysis of the expectations of the insurance company customers reveals that all the customers expect smooth and efficient insurance company operations, impressive insurance company decors, full computerisation in both the select insurance companies. The customers of LIC expect much from the insurance company with regard to 'personalised services offered, courteous and duty conscious staff'. On the other hand, the customers of private sector insurance company (Bajaj Allianz) expect more innovative services' rather than LIC – public sector insurance company.

SUGGESTIONS

The findings of the study have pointed out certain deficiencies and inadequacies. A pocket of suggestions are offered to overcome the lapses in formulating the marketing strategies and establishing customer relations in select public and private sector insurance companies in Kadapa Corporation.

- The select insurance companies shall differentiate their insurance services and establish exclusive brand names for their products in Kadapa.

- The maturity date of the policies shall be intimated in advance.
Schemes like Housing loans should be encouraged to give more facilities to the customers.

Employees should be at least few minutes earlier than their stipulated time. They should keep the stationery and other materials ready to avoid unnecessary delays to the customer.

The branch staff shall be motivated to help the customers at the time of taking a policy with the insurance company in filling the application forms and finalizing various procedural formalities.

To create and keep a customer, it is important to understand his/her needs and expectations. For this purpose a 'customer contact forum' should be launched so that the problems/complaints of the customers can be known immediately and management may initiate immediate action in this regard.

Company shall maintain premises properly, keeping them clean and by providing amenities like seating arrangements, drinking water, stationery items, writing stands to the extent possible.

Adequate parking place should be made available for the customers in all branches of select insurance companies.

All the counters shall have sign boards prominently displaying the nature of transactions being handled at those counters for the convenience of the customers.
At the branch level, customer’s service committees shall be setup to cater to the needs of customers in extending various services promptly and effectively so, that the confidence of the customer is geared up.

A complaint-cum-suggestion box should be placed at a prominent place in the office hall. Remarks on their complaints are forwarded to the higher authorities for their consideration.

Bajaj Allianz shall start a separate 'marketing division' and shall utilize the services of marketing experts so, that the branch staff can take care of customer services at the office.

Bajaj Allianz has to take social developmental programmes and camps like blood and eye donation, conducting adult education programmes, prizes for meritorious students, holding vacation guidance counseling, conducting seminars, taking locations for all-round development, setting up of home libraries to improve company’s image as socially responsible organization and to get publicity out of such activities.

LIC shall concentrate more on ‘advertisement media strategy’ and ‘branding strategy’ while launching the products into the market.

LIC shall price its products not only by implementing ‘market based pricing approach’ but also through cost based and target based approaches.
The training method of 'job rotation' should be implemented in the company, so that the employees can undertake different tasks. Even in the absence of one employee, the other can handle that work.

Moral and ethical values strategy should be adopted in both the select insurance companies to treat the customers better and with soft lines.

LIC should improve appearance and systematic branch layout to provide pleasant atmosphere in the office.

Bajaj Allianz should increase its branches in the town by adopting 'branch location at strategic place strategy'.

LIC should concentrate more on understanding customer requirements strategy under market process strategy to satisfy its large number of customers.

Existing hours of office shall be increased providing work over time to the staff.

Training should cover not only the lowest level of staff but also the higher ups, who are concerned with the subject of customer service in LIC.

The managers shall periodically call for a meeting at branch level and prepare action plan to reach the targets.

The facility of enquiry counter is necessary for the convenience of the customers.
‘Service delayed is service denied’. The companies should not forget this fact.

Select insurance companies in Kadapa town should strict in adhering to the standard time norms. Branch manager shall make personal efforts to motivate employees to provide services.

Introduction of computers for front office will result in immediate and visible improvement in the customer service.

Customer awareness shall be created since majority of the customers are unaware of various schemes of the companies.

The companies need to focus more on the women development schemes, children and old age schemes.

The government shall think of professionalizing company’s management and their boards by induction of experts into the companies.

The suggestions outlined as above, if considered and implemented would surely facilitate better customer orientation and improve the operational efficiency in terms of formulating and implementing marketing strategies of select insurance companies in Kadapa Corporation, A.P in particular and other insurance companies in general.