

Solving International experience

Defining the strategy of an insurance company



Case Example

Insurance company

Client Situation	<ul style="list-style-type: none"> • <i>The new President wishes to conduct a diagnosis and to define a strategy in order to correct the erosion of profits.</i>
Important Issues	<ul style="list-style-type: none"> • <i>Strengthening the offer of products and services.</i> • <i>Improving the performance of financial management and real estate management.</i> • <i>Rethinking the network organization (employees, general agents).</i> • <i>Optimizing the central structures, including that of the IT department.</i>
Activities	<ul style="list-style-type: none"> • <i>Internal and external diagnosis and underlining of strengths / weaknesses.</i> • <i>Definition of alternative scenarii.</i> • <i>Evaluation of these scenarii.</i> • <i>Mobilizing the company managers in response to the diagnosis and the scenarii</i> • <i>Selecting one scenario and formating actions and business plans</i>
Benefits Delivered	<ul style="list-style-type: none"> • <i>The real situation was clarified</i> • <i>Definition of a coherent strategy with the « competitive formula » of the company and definition of its strengths and resources</i> • <i>Action plans for the main management divisions</i> • <i>Growth potential of 50% in terms of results</i>