

STATEMENT OF WORK

1 Project Overview

2 Customer Data Analysis

3 SEM & Social Listening

4 Insurance Website Research

5 CRM Platform Evaluation

6 Build Brand Trust

PART ONE

Project Overview

A big picture of the project objectives and what our team has done in the past four weeks

Project Overview – Objectives



Build a trustworthy brand image



Leverage brand awareness and engagement

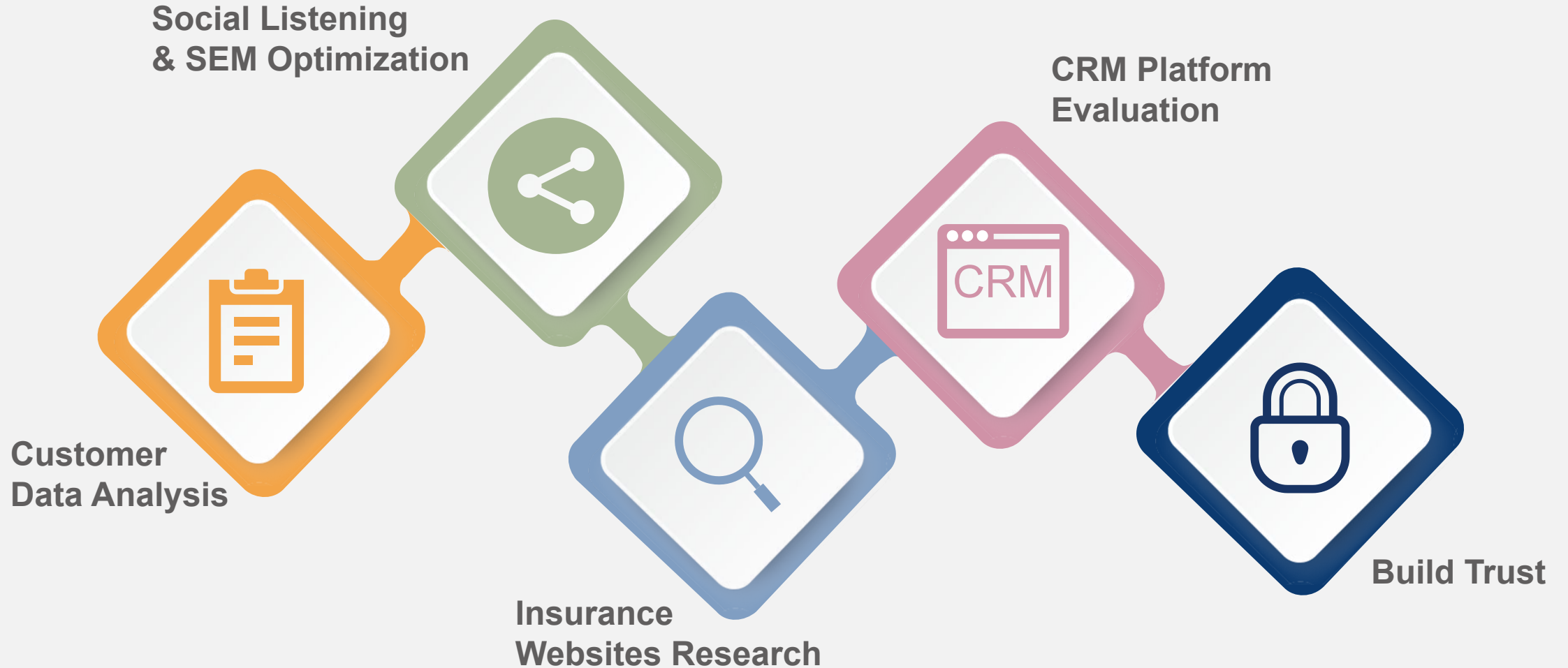


Increase sales and revenue



Project Overview – Analysis Methods

We conducted both quantitative and qualitative research to generate key learnings from multiple aspects



2

Customer Data Analysis

Finding groups of customers who share similar traits

Customer Data Analysis - Overview

Let's know more about your customers.

Analysis Objectives

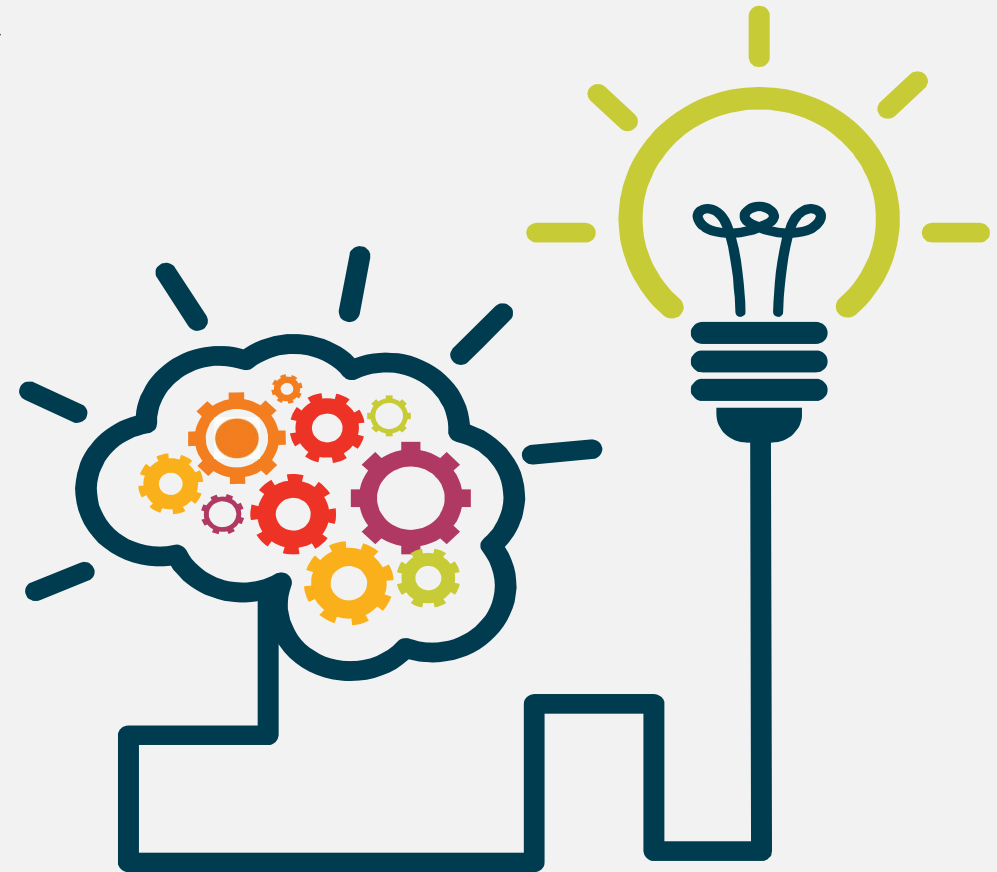
Increase insurance policy sales by 25% in 2018-2019 by identifying **the most valuable** segments

Data Sample

1,200 "Personal" records from the customer dataset

Time Period

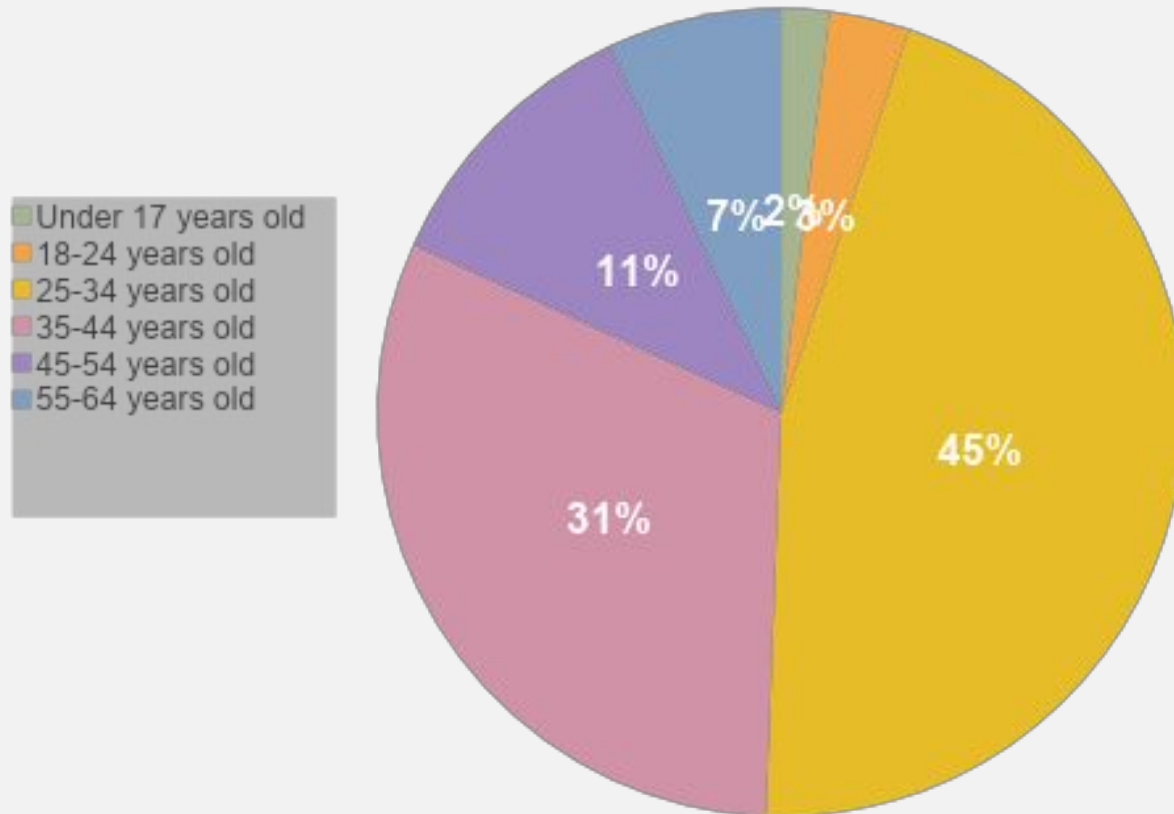
March, 2016- May, 2018



Customer Data Analysis – Age Distribution

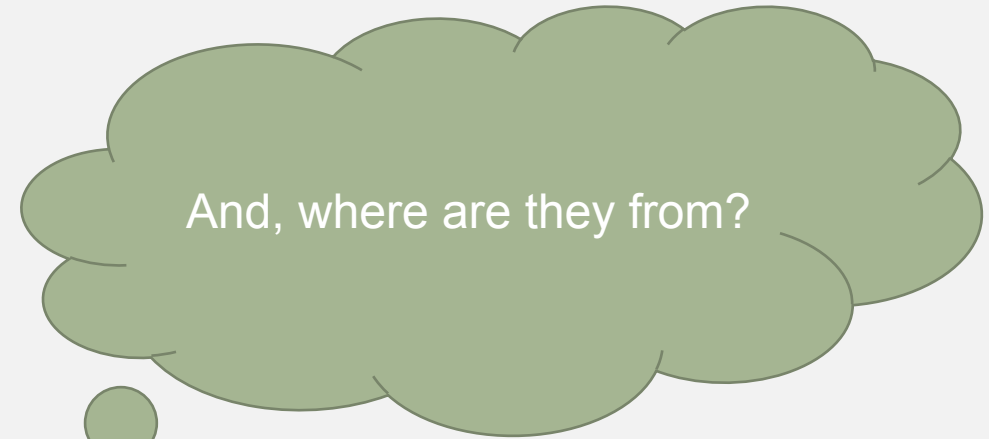
Among all the customers with age records, 46% of them are between 25-34 years old, representing the largest portion. The age group of 35-44 years old takes the second largest portion.

Customer Distribution by Age Groups



Customer Data Analysis - Geography Distribution

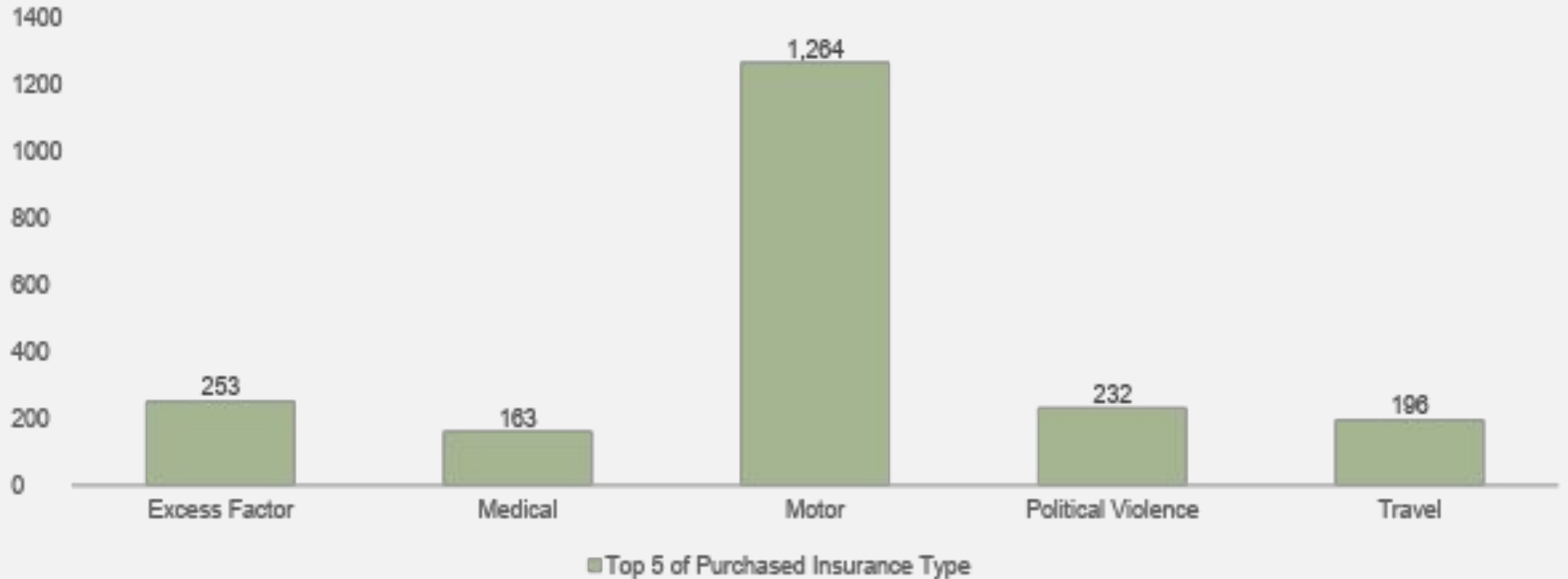
Obviously, the current customers are mainly from Nairobi. However, customers from Eldoret, Mombasa, and Kathiani can't be overlooked as well.



Customer Data Analysis – Purchased Policy Category Distribution

Motor Insurances take the No.1 place by all means; Excess Factor and Political Violence are preferred choices as well; Travel and Medical Insurances should get more attention obviously.

Top 5 of Purchased Insurance Type



Note: Among all the 2,376 records, there're are 19 grand categories have been chosen by customers. The chart shows the top 5 of all the insurance choices

Customer Data Analysis – Customer Persona

People with Insurance Awareness

Brain / 30 Years Old / Worked more than 5 years /

- Businessman
- Marital Status: Married
- Interest: New social hotspots, Bitcoins, Cool Sports Car
- Use social media at 9-11AM frequently
- Cares about big festivals, especially family-related days
- Insurance Preference: Cars, medical, travel, health



According to what we found so far...

Recommendations

- Increase the advertising effort of digital media due to the youth of current customers
- Reach social media community based on the persona characteristics (young professionals)
- Design surveys to understand current customers' lifestyle and sources to update news in order to find the most effective media platforms for promotion. For example, newspapers, magazines, news websites and so forth
- Allocate more resources to hotspot cities, such as Nairobi, Eldoret, Mombasa, and Kathiani
For example, for increasing customer awareness and building trust, it will be helpful to hold booths in the above areas in order to provide in-person and comprehensive services



1,200 Customer Data from 2016 to 2018 – Segmentation

K-Means Cluster Analysis was conducted to generate the 4 meaningful groups of customer. Each group is measured by the following 4 dimensions



Count: the number of customers in one certain group



R(Recency): days differences between last time the customer purchased a policy and June 1st



F(Frequency): how many policies they have purchased from 2016 to 2018

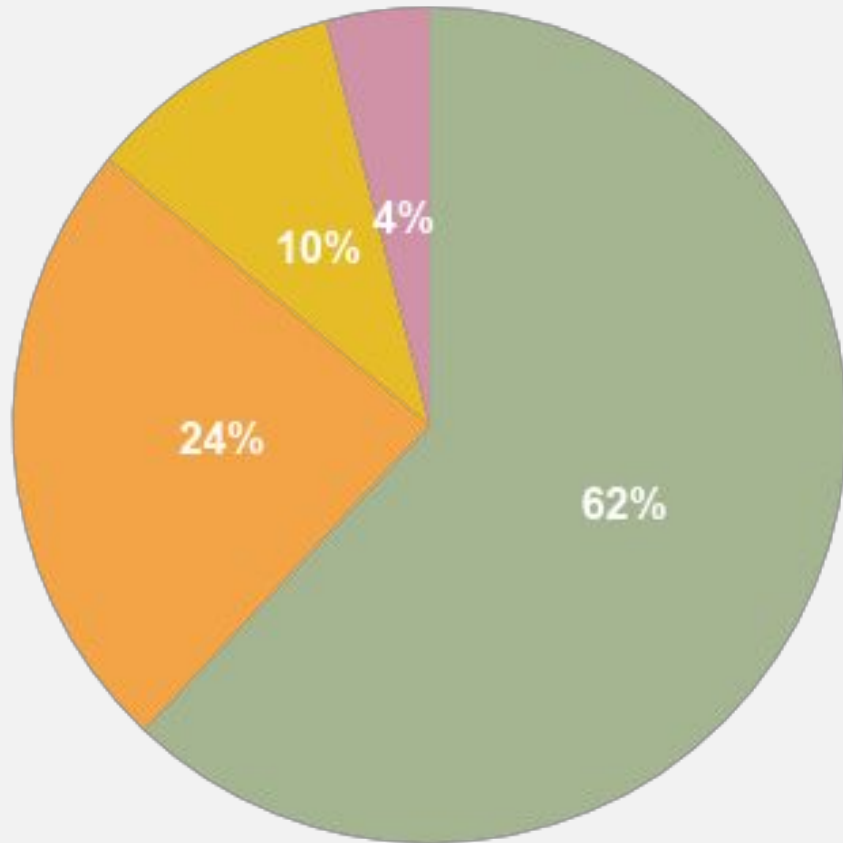


M(Monetary): Basic Premium

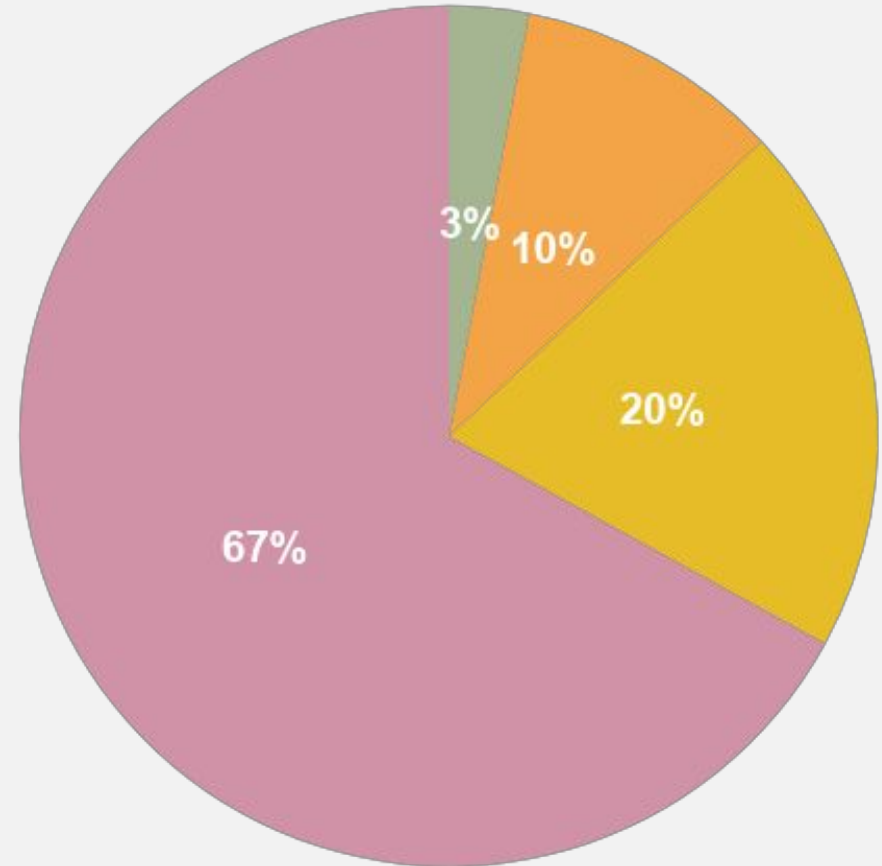
1,200 Customer Data from 2016 to 2018 – Segmentation

87% of Pesabazaar.com personal insurance revenues are generated by 14% of its personal customers.

Percentage of Group Size



Total Revenue Percentage by Groups



■ Churned Customers ■ Promising Customers ■ Engaged Customers ■ High Revenue Customers

Segmentation – Group 1: High Revenue Customers



Number: 53

Recency: 181 Days

Frequency: **3.76**

Avg. Revenue: **33,671** Shillings

Characteristics: A small group of customers who spent a lot, bought more than 3 times, and are with **very high revenue** potential.



Recommendations

- Pay more attention to them in the CRM system
- Promotional email
- Build intimate relationship with them
- Invite them to networking event or dinner as appreciation
- “Personal Butler” Program: Personal consultants who provide customized services, including tracking orders, providing exclusive services and offering recommendations.
- Create referral program
 - Basic: Give your friends 10% off their first policy at Pesabazaar with your referral code and get 10% off your next policy.
 - Shopping with 75000 shillings or more :Basic + 5,000 KES Nakumatt supermarket voucher for both

Segmentation – Group 2: Engaged Customers



Recommendations

- Create loyalty program: increasing rewards, such as credits, as they purchase and then customers can use credits to exchange gifts, like air tickets.
- Add noninsurance services to engage more interactions with customers
 - e.g. for life or health insurances
 - Finding and scheduling doctors;
 - Fitness club discounts and expert nutrition advice;
 - Checkups and access to digital health records
- “Personal Butler” Program



Number: 120

Recency: **173** days

Frequency: 3.58

Ave. Revenue: **9,863** Shillings

Characteristics: They generated above average revenue with high frequency, and purchased a policy in the most recent period

Segmentation – Group 3: Promising Customers



Number: 285
Ave. Recency: 229 Days
Frequency: 2.62
Avg. Revenue: 4,935 Shillings

Characteristics: These customers reached average recency and frequency. Their mean revenue is below the average level



Recommendations

Customer satisfaction among this group will help drive repeat sales and lead to a large, loyal following. Otherwise, they would switch to other insurance service platforms.

- Offer personalized assistance when selecting a policy
- Improve post-sales service
- Understand customer needs to diversify and optimize our insurance lines

Segmentation – Group 4: Churned Customers

Number: 742
Recency: 262 Days
Frequency: 1.41
Avg. Revenue: 1,632 Shillings

Characteristics: Poor performance of recency and frequency. Only brought a small amount of revenue.



Recommendations

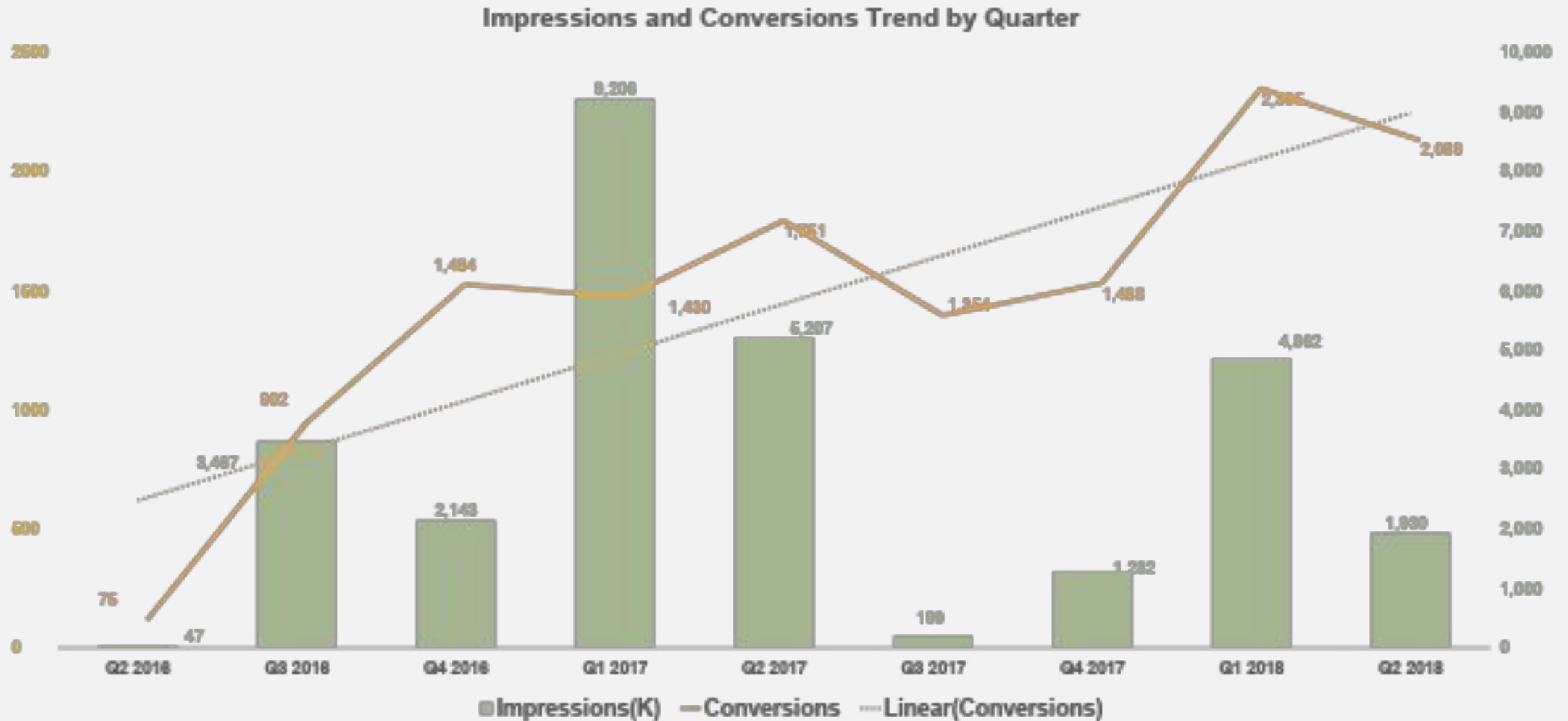
- A survey or direct contact is needed to know customer psychology, such as why they stopped continuing the insurance with us, why they only purchased once through Pesabazaar.com. In this way, we can know the problems and how to improve our service in the future.
- We could also re-activate them through limited time promotions and recommend other products based on their previous experience.

Search Engine Marketing & Social Listening

- Optimize SEM strategy
- Engage more audience on social media

SEM - Performance Overview

- Conversions are steadily increasing, Impressions change a lot by quarter
- Overall, AdWords Performance is good with seasonality



SEM - Cost Overview

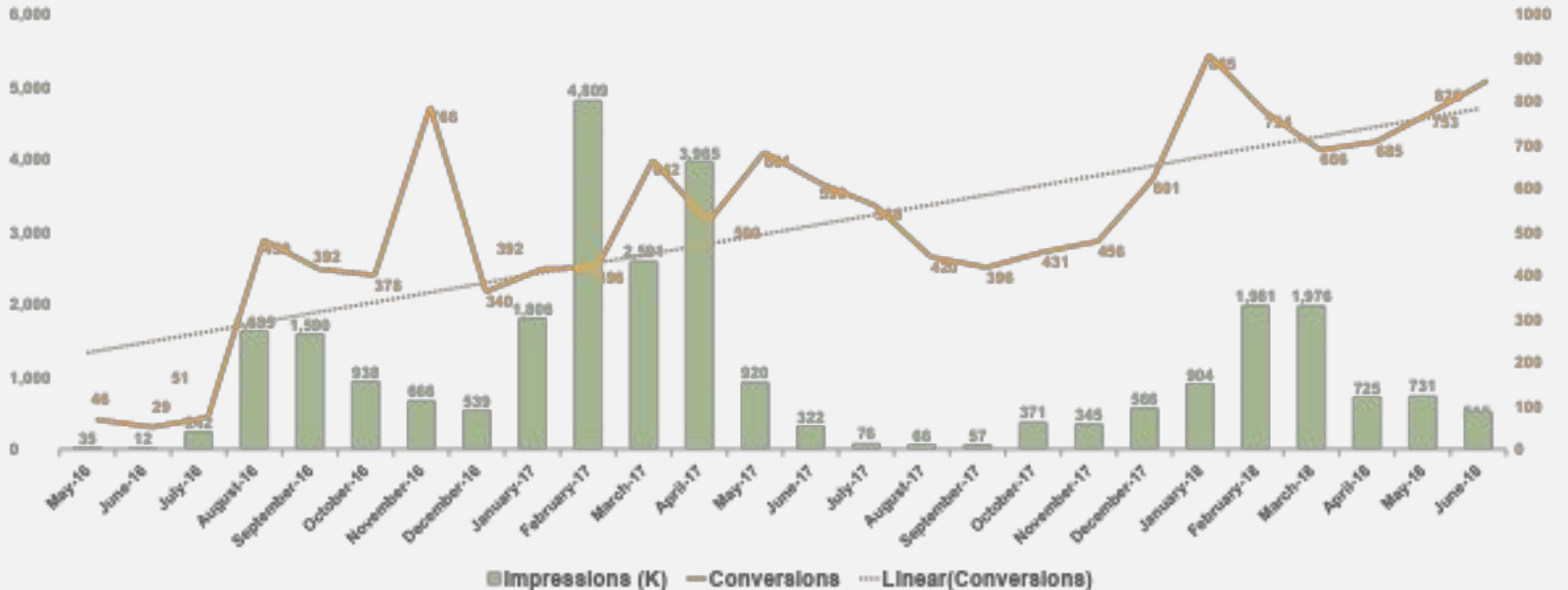
- Overall cost fluctuates around \$4500 by quarter
- Cost/conv. is decreasing steadily
- We can dig deeper about seasonality and help better distribute overall cost
- Further analysis can be conducted if the value attribution model is available



SEM – Performance Trend by Month

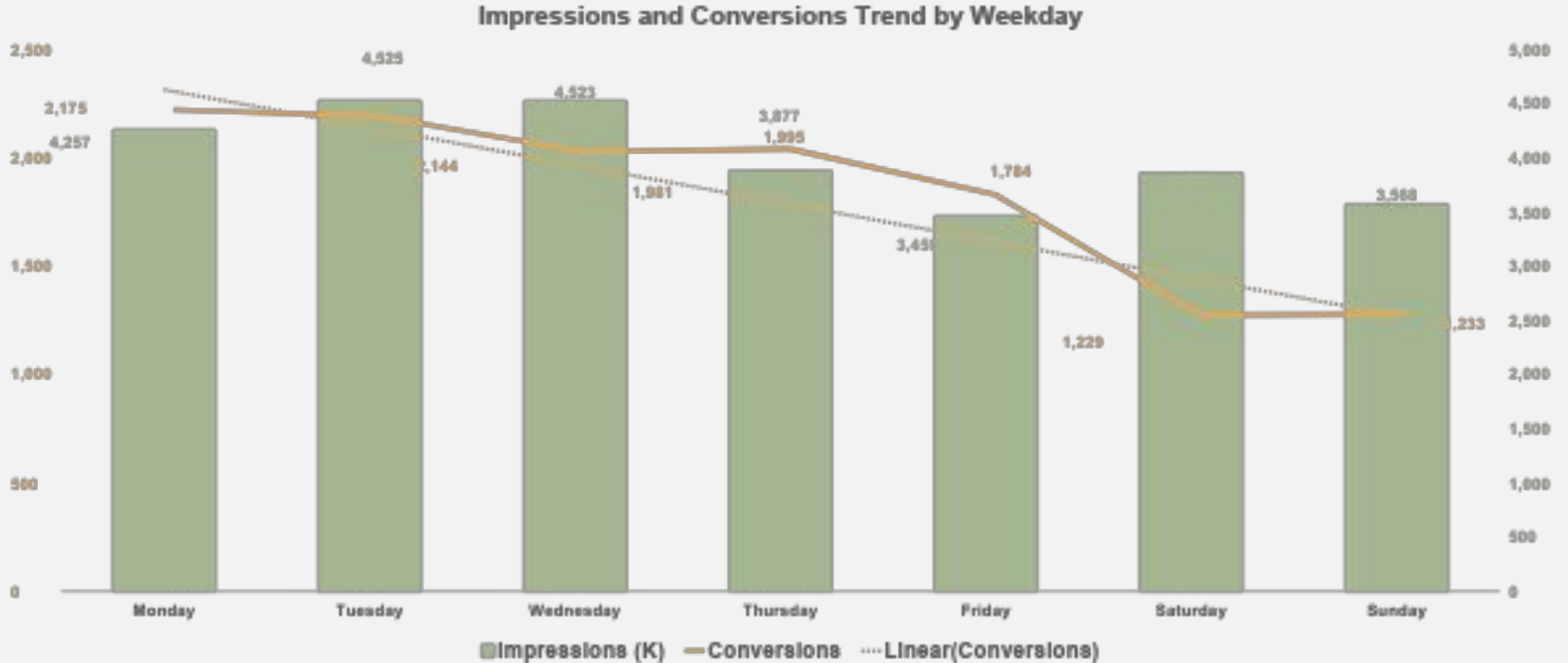
- From May, 16 to Feb, 17, statistics show no obvious patterns
- From March, 17, conversions and impressions change almost at the same time, which shows seasonality
- During Q3 and Q4 in 2017, although the overall doesn't decrease a lot, impressions decrease rapidly while conversions don't change much, which means we should invest less during Q3 and Q4.
- The trend also shows that during Q1,2018, we invested more, then conversions and impressions increase immediately, which means we should invest more during Q1.

Impressions and Conversions Change by Month



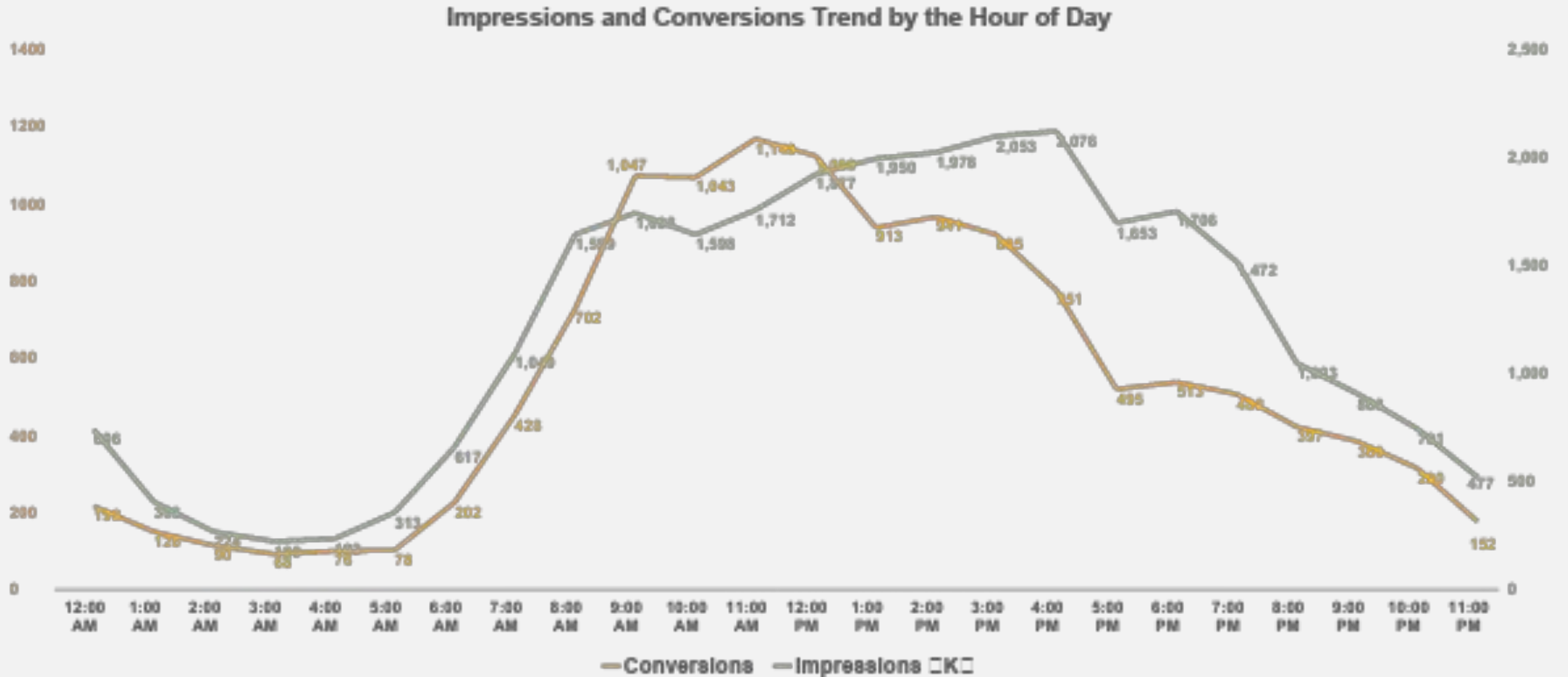
SEM – Performance Trend by Weekday

- On Saturdays and Sundays, although Impressions increase, Conversions decrease a lot
- We should invest less money on Saturdays and Sundays, invest more money on workday



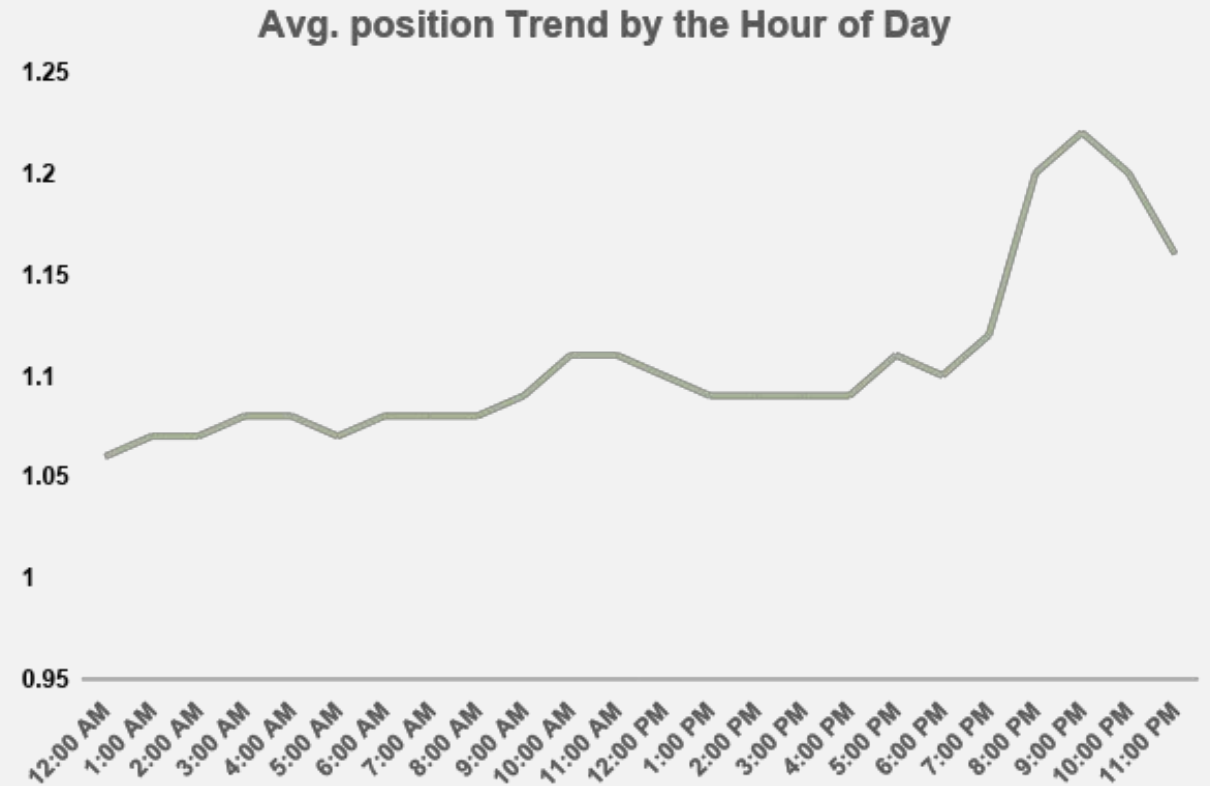
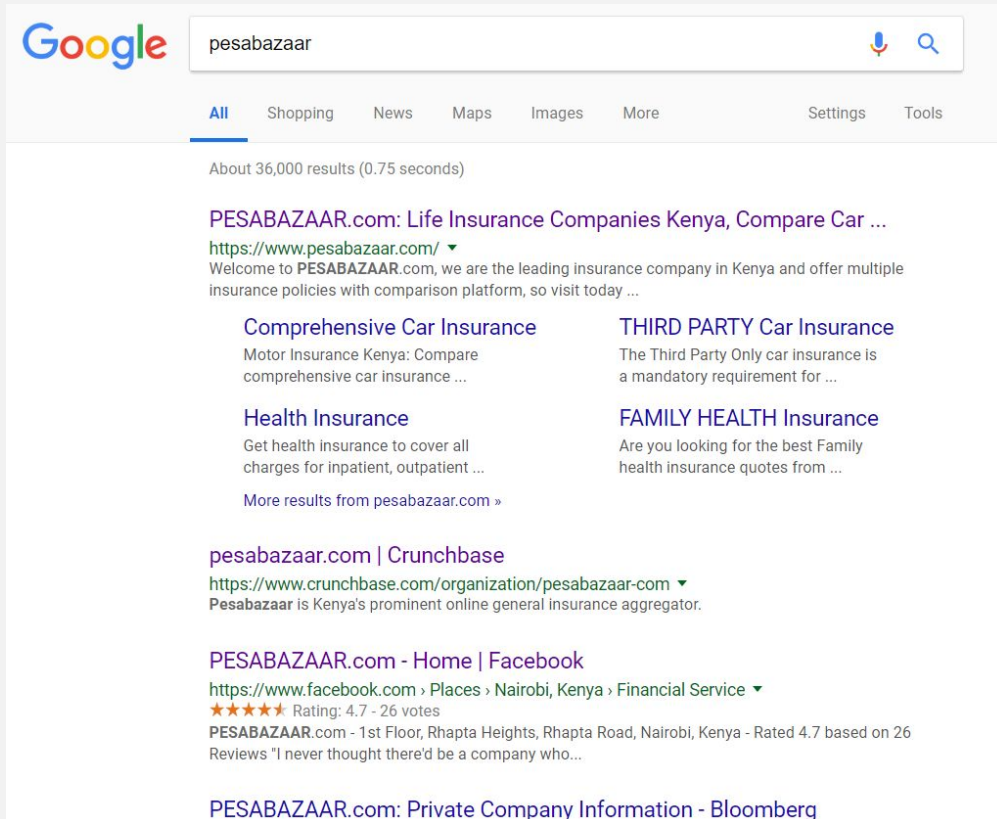
SEM – Performance Trend by Daily Hours

- From 9pm to 6am in the next day, Impressions and Conversions decrease a lot
- We should invest less money during 9 pm to 6 am, allocate more from 9 am to 12 pm



SEM – Organic Search performance

- The left screenshot shows the organic search performance is pretty good
- The right line chart illustrates that AdWords paid search results are also good with an average position of 1.1
- Overall, SEO performance is excellent



Social Listening – Twitter Account Review

Overall, Twitter performance has the room to be improved.

Tweets **Following** **Followers** **Likes**
1,218 862 1,340 33

PESABAZAAR
@pesabazaar

PESABAZAAR.com helps you compare and save on your insurance like Travel Insurance, Medical Insurance, Motor Insurance and many more ONLINE.

Nairobi, Kenya (Westlands)
pesabazaar.com
Joined April 2015

Tweet to PESABAZAAR

359 Photos and videos

PESABAZAAR @pesabazaar · 12 May 2017
Share your story why #MamaIsSpecial and WIN her a FREE Health insurance or 5k worth shopping voucher this mothers day Cc @UAPOldMutual

0:26 739 views le may become a respectable man in the society.

17 23 24



Twitter Overall:

- Tweets: 1,218
- Following: 862
- Follower: 1,340
- Likes: 33



Tweet with best performance:

- Comments: 17
- Retweets: 23
- Likes: 24
- Time: 5/12/2017

Social Listening –Twitter Hot Posts

- Twitter topics with emotional links, such as family love, can trigger engagement
- We should tweet more tweets about emotional links

Tweets with Best Performance

Time	Comments	Retweets	Likes	Form	Posts
5/12/2017 14:11	17	23	24	Campaign Video	Share your story why #MamalsSpecial and WIN her a FREE Health insurance or 5k worth shopping voucher this mothers day Cc @UAPOldMutual
11/1/2016 14:04	4	11	17	Memory photo	Which Mathematical set did you use for your exams? #KCPE2016 RT for A, like for B
5/12/2017 17:00	6	9	9	Campaign photo	Your mum deserves all the love and more. Win her FREE health insurance or a 5k shopping voucher. Tell us why your #MamalsSpecial
5/13/2017 14:00	3	8	6	Campaign photo	We love the messages you've been sharing so far. Here are a few. Keep sharing and you can win you mum FREE Health insurance #MamalsSpecial




Tool: Python Tweets: 1,168 Time period: 5/4/2016 - 6/24/2018

Social Listening – Hot Tweets Display

PESABAZAAR
@pesabazaar Follow

Share your story why **#MamalsSpecial** and WIN her a FREE Health insurance or 5k worth shopping voucher this mothers day Cc **@UAPOldMutual**



0:43 739 views Business lady and a proud mother of a baby boy. #MamalsSpecial

12:11 AM - 12 May 2017

We love the messages you've been sharing so far. Here are a few. Keep sharing and you can win you mum FREE Health insurance **#MamalsSpecial**



PESABAZAAR.COM
Absolute Freedom

We are loving your stories so far

GIF

12:00 AM - 13 May 2017

Your mum deserves all the love and more. Win her FREE health insurance or a 5k shopping voucher. Tell us why your **#MamalsSpecial**



Social Listening – Facebook Account Review

Overall, Facebook performance is excellent.

The screenshot shows the Facebook profile for PESABAZAAR.COM. The cover photo features the text "BUY Online instantly." in orange and black. The page has a navigation menu on the left with options like Home, About, Photos, Reviews, Videos, Posts, Community, and Info and Ads. The main content area shows a "Write a post..." section with a "Photo/Video" button, a "Tag Friends" button, and a "Check in" button. Below this, there are "Photos" and a "Community" section. The "Community" section shows "10,183 people like this" and "10,237 people follow this", both of which are highlighted with a red box.



Facebook Overall:

- Follower: 10,237
- Likes: 10,183



Post with best performance:

- Comments: 66
- Shares: 60
- Likes: 13,662
- Time: 4/19/2018

Social Listening – Facebook Posts Segmentation

- Reactions means the total engagement of the posts.
- According to reactions, Facebook posts can be divided into three levels (the tweet with best performance is excluded)
- Almost 2/3 of the posts belong to level 1 posts, there is a huge difference between different levels of posts, the difference might come from: posting time, posting type, and the posting content

Facebook Posts Segmentation

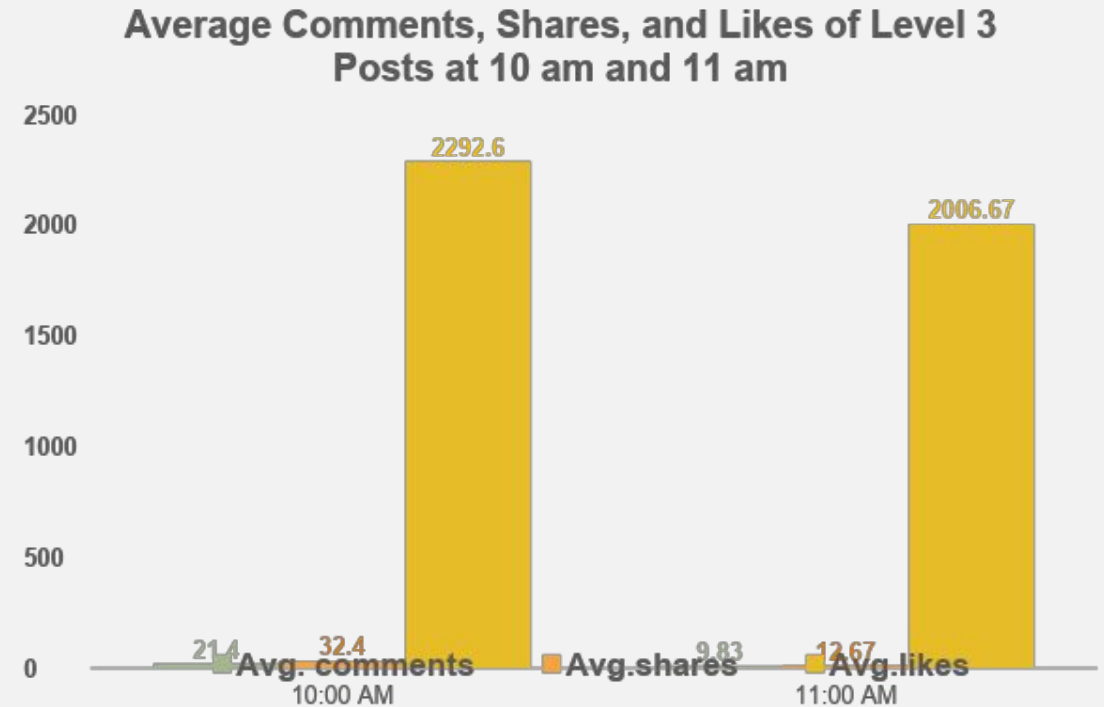
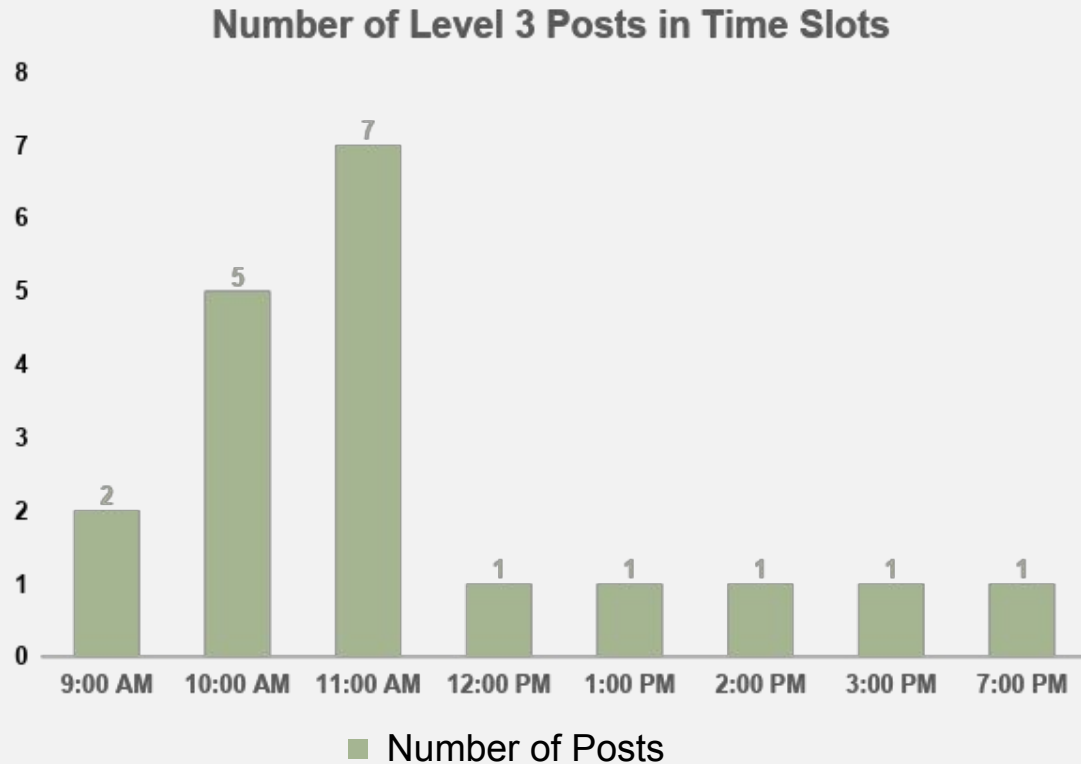
	Reactions	No. Posts	Avg.Reactions	Avg.Comments	Avg.Share s	Avg.Likes
Level 1	0-100	294	14.49	0.47	1.99	14.36
Level 2	100-1,000	90	278.78	5.15	29.78	277.42
Level 3	1,000-5,000	18	2136.28	12.39	16.89	2132.06



Tool: Facebook API Developer Posts: 403 Time period:1/4/2016 – 6/24/2018

Social Listening – Hot Posts Influenced by Time

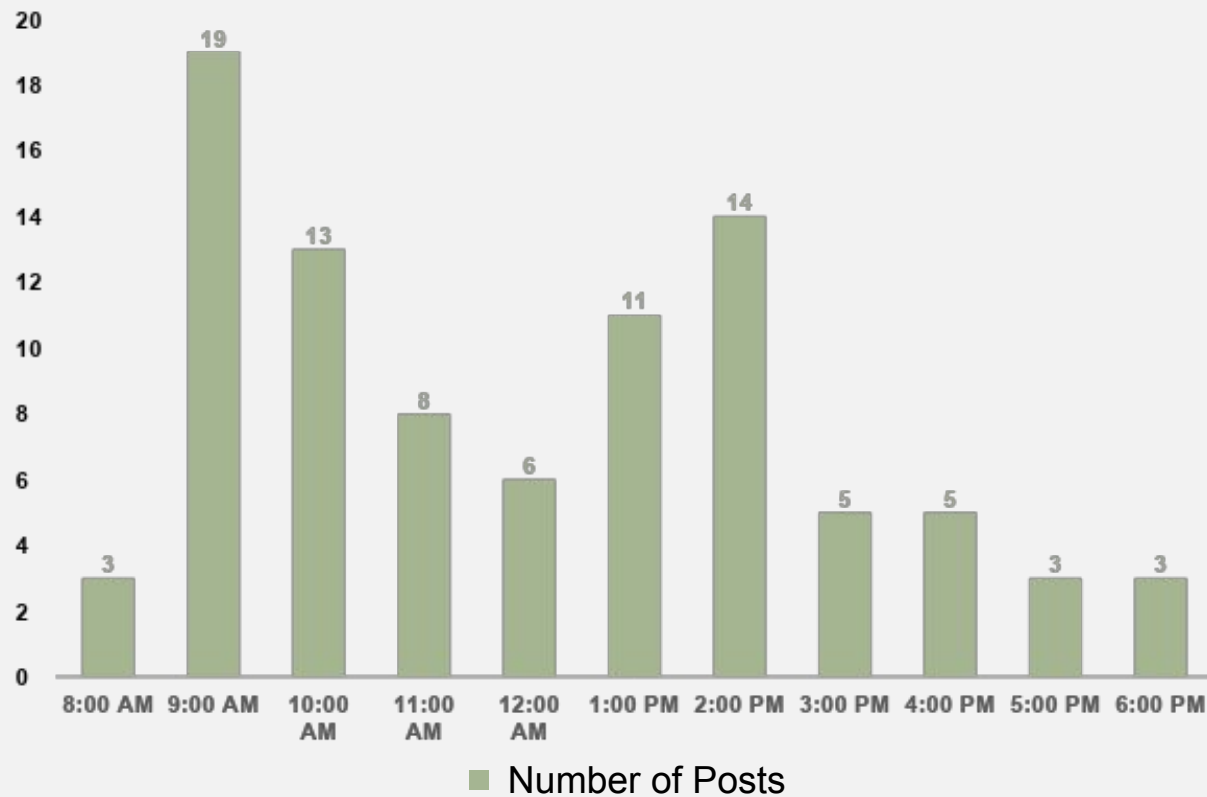
- Among all Level 3 posts, 5 are posted around 10 am and 7 are posted around 11 am
- We should post on Facebook around 10 am and 11 am



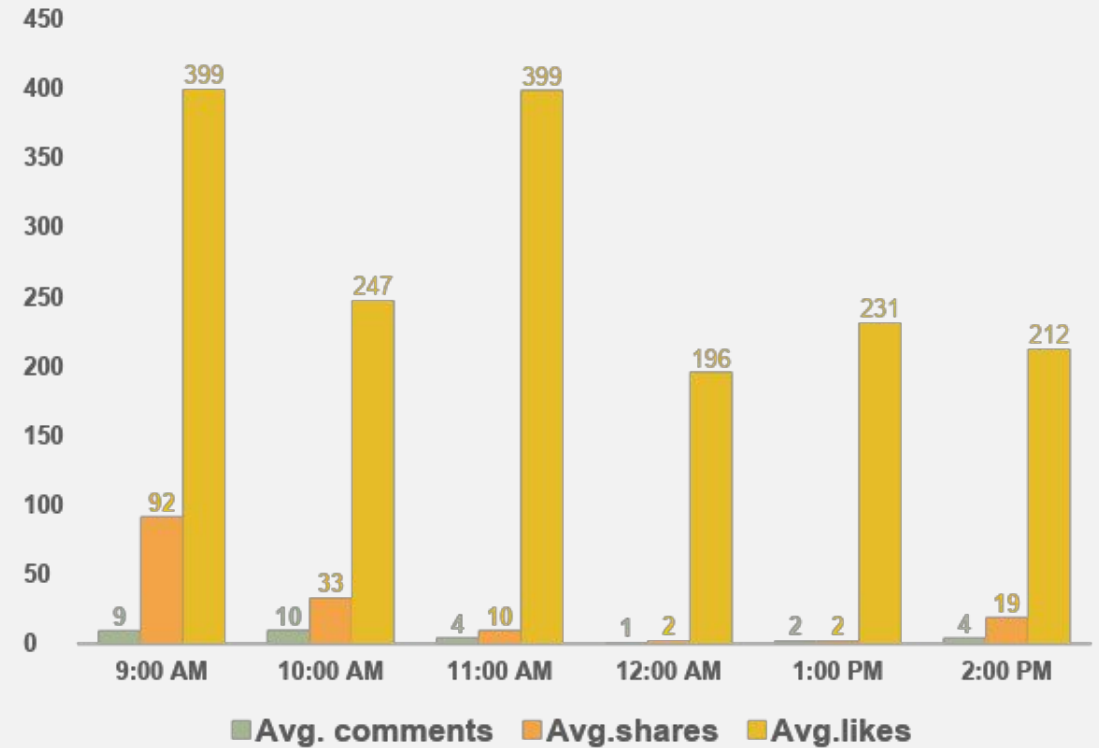
Social Listening – Hot Posts Influenced by Daily Hour

- Among Level 2 posts, posts are concentrated from 9 am to 2 pm
- Posts from 9am to 11 am perform better than posts from 12 am to 2 pm
- Overall, we should post on Facebook from 9 am to 11 am.

Number of Level 2 Posts in Time Slots



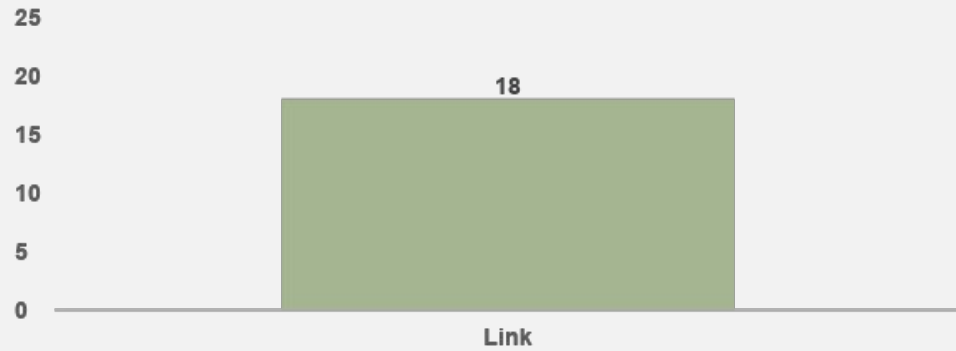
Average Comments, Shares, and Likes of Level 2 Posts from 9 am to 2 pm



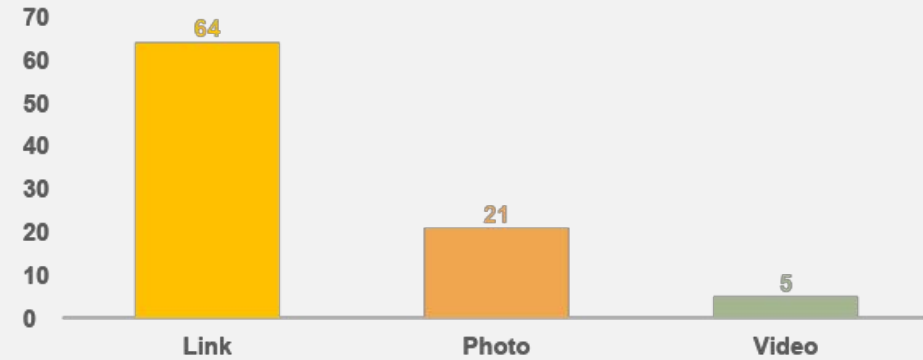
Social Listening – Hot Posts Influence by Type

- Level 3 posts are all links; Level 2 posts have 64 posts for links, 21 for photos, and 5 for videos
- In Level 2 posts, compared to photos, links can bring more comments and shares; among all the posts, videos can trigger audience’s engagement
- We should post more posts in link and video type.

Posts Type in Level 1 Posts



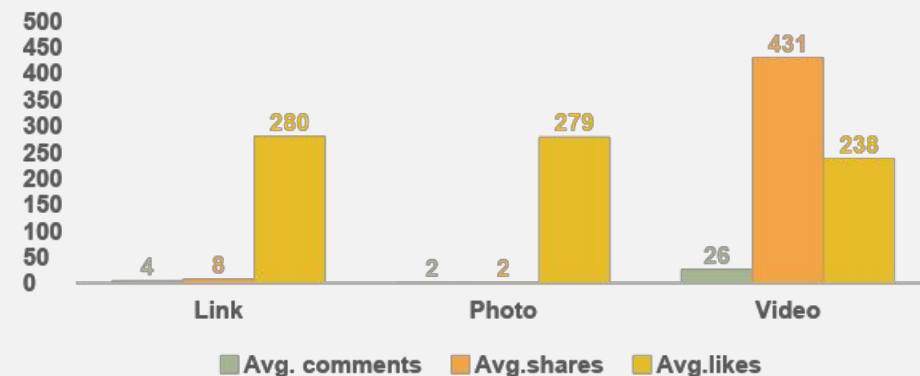
Posts Type in Level 2 Posts



Average Comments, Shares, and Likes of Level 1 Posts in Links



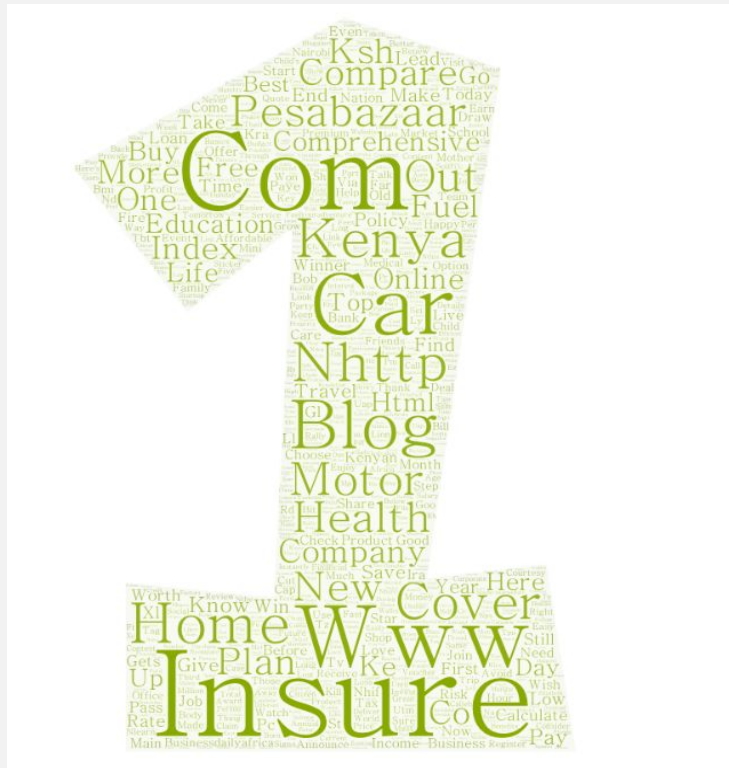
Average Comments, Shares, and Likes of Level 2 Posts in Links



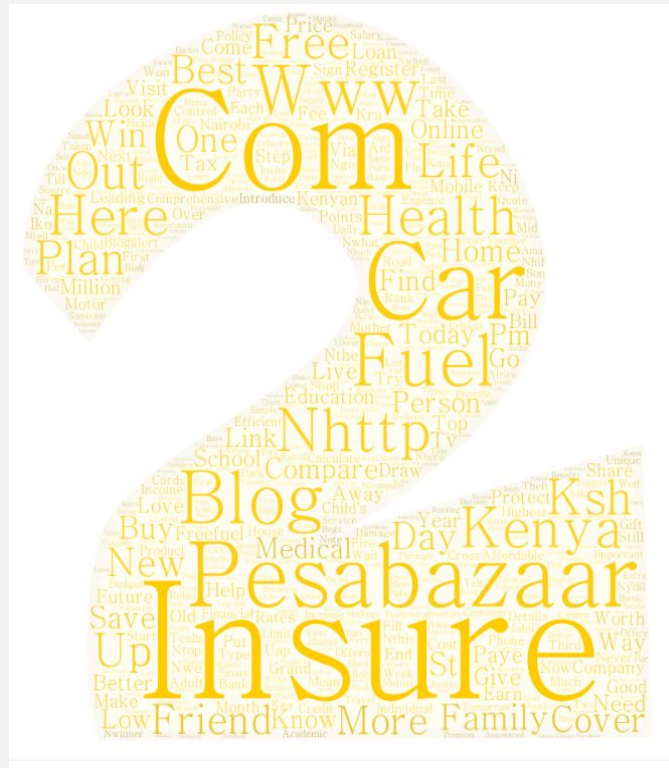
Social Listening – Post Influenced by Content

- Stressing the concept of “Insure” is not a good way to build connections with customers
- Level 2 and Level 3 posts have more “call-to-action” words and fewer posts about Pesabazaar itself
- Level 2 and Level 3 posts have more trendy topics
- We should avoid stressing insurances and brand itself; we also use more “call-to-action” words and trendy topics to increase engagement

Word Cloud – Level 1



Word Cloud – Level 2



Word Cloud – Level 3



Social Listening – Facebook Hottest Posts

Posts with Best Performance

Time	Comments	Retweets	Likes	Form	Posts
4/19/2018 11:11	66	60	13662	Link	Which is the best car you've seen grace the Kenyan roads? We have an unnoticed six of them. Check them out\nhttps://www.pesabazaar.com/blog/best-cars-on-kenyan-roads
2/14/2018 10:14	16	58	4233	Link	What do you look out for before purchasing a car? https://www.pesabazaar.com/blog/7-factors-to-consider-before-buying-a-car
12/14/2017 19:57	7	15	4124	Link	Have you planned for your finances this festive season to save you from Njaanuary woes?\nhttps://www.pesabazaar.com/blog/9-financial-mistakes-to-avoid-this-christmas
1/23/2018 13:06	21	23	3945	Link	With Kenyans having accumulated bitcoins estimated at more than Sh163 billion,do you know how to join in?\nhttps://www.pesabazaar.com/blog/Bitcoins-in-Kenya-getting-started

Social Listening – Facebook Hottest Posts

- Facebook audience like fancy topics such as cars
- Trendy topics relevant to the brand can help build up engagement

PESABAZAAR.com April 19 · 🌐

Which is the best car you've seen grace the Kenyan roads? We have an unnoticed six of them. Check them out
<https://www.pesabazaar.com/blog/best-cars-on-kenyan-roads> ✓



PESABAZAAR.COM

The Six Best Cars On Kenyan Road

These are some of the best cars on the Kenyan roads

👍❤️👍 13K

👍 Like 💬 Comment

PESABAZAAR.com February 14 · 🌐

What do you look out for before purchasing a car?
<https://www.pesabazaar.com/.../7-factors-to-consider-before-b...> ✓



PESABAZAAR.COM

7 Factors To Consider Before Buying A Car ✓

With the increase in KRA vehicle taxes, second hand cars are set to cost

👍❤️👍 4.2K 16 Comments 58 Shares

PESABAZAAR.com December 14, 2017 · 🌐

Have you planned for your finances this festive season to save you from Njaanuary woes?
<https://www.pesabazaar.com/.../9-financial-mistakes-to-avoid-...> ✓



PESABAZAAR.COM

9 Financial Mistakes To Avoid This Christmas

Christmas time is a time for merry and

👍❤️👍 4.1K

PESABAZAAR.com January 23 · 🌐

With Kenyans having accumulated bitcoins estimated at more than Sh163 billion, do you know how to join in?
<https://www.pesabazaar.com/.../Bitcoins-in-Kenya-getting-star...> ✓




PESABAZAAR.COM

Bitcoins in Kenya : How To Get Started ✓

Citibank estimate that Kenyans hold Bitcoins worth over 160 Billion shillings

👍❤️👍 3.9K 27 Comments 23 Shares

Social Listening – Twitter and Facebook Creative Sample

 **PESABAZAAR**
@pesabazaar Follow ▼

The best Christmas gift for your family is accompaniment and safety. #ChristmasLove



PART FOUR

Insurance Website Research

Understand the actual situation and know opponents' strength

Insurance Website Research – Geico

Geico (Government Employees Insurance Company) used to targeted a customer base of U.S. government employees and military personnel. Today, of course, the company has grown to provide insurance to a wide range of customers.



Best Review

Has the best price and also the best customer satisfaction among Allstate, Progressive and State Farm



Free Support 24/7

Online anytime, talk to an agent anytime (24/7)



Professional Design

Navy blue and the neat interface make people feel Geico is professional.



Additional Function

The site also has a feature to help you find the nearest cheap gas station.

	Allstate	Geico	Progressive	State Farm
Our score	★★★★☆	★★★★★	★★★★☆	★★★★☆
Ranking for best price	4th	1st	3rd	2nd
Ranking for customer satisfaction	2nd	1st	3rd	4th

Insurance Website Research – Esurance

Backed by Allstate, Esurance is a multiline insurance company with an A+ financial rating*, offering vehicle and property coverage around the country.



Vision & Mission

Valuing their customers' time is the most important thing a company can do to provide them with good online customer service.



Free Support 24/7

Generating awareness for the brand and building affinity with our target markets through timely and useful content



Challenge, Solution and Results

Today's consumer wants instant gratification, and waiting on hold on the phone is not going to suffice. The necessary human contact can be provided efficiently in the form of live chat.



Protecting your car

- [Get car insurance](#)
- [Search by state](#)
- [Explore coverages](#)
- [Find discounts](#)
- [Compare quotes](#)



Protecting your home

- [Get homeowners insurance](#)
- [Search by state](#)
- [Explore coverages](#)
- [Find discounts](#)
- [Get renters insurance](#)
- [Get condo insurance](#)

[Bundle home and auto to save](#)

[get a quote](#) →

Recommendations for Pesabazaar

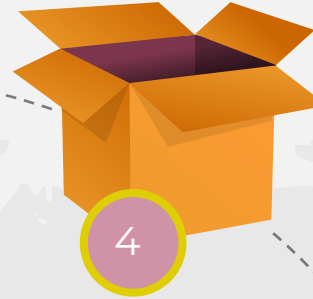
Customer Service

Provide 24/7 digital customer service



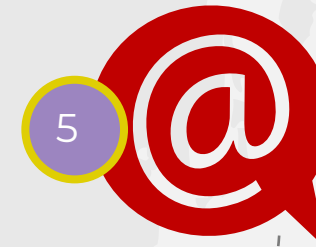
Provide Mobile Service

Mobile APP can be more convenient



Quicker Quote Function

Simplifier needed information when quote



Search Engine Plug-in

Blog section easier search



Promotion or Rewards Info

Cross-selling strategies can stimulate purchase



Lean Design UX

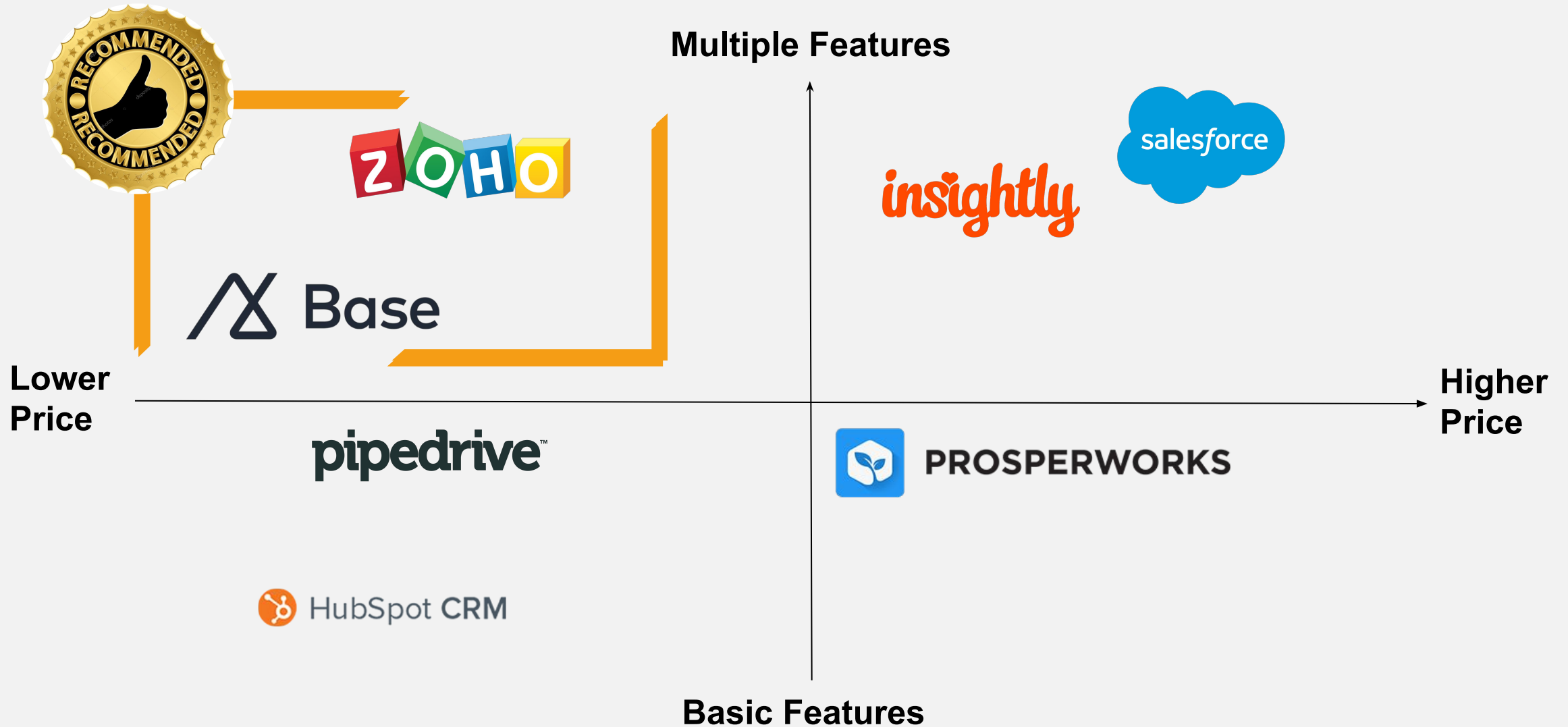
Neat interface can provide a professional impression



CRM Platform Evaluation

- Software used to manage business-customer relationship
- Better tracking for prospects, customers and customer lifetime value (CLV)

CRM - Platform Perceptual Map



CRM - Why choose ZOHO CRM?



--Pricing



Multiple Pricing Options

ZOHO offers a range of pricing options and its price is more competitive.



Flexible Payment Choice

With ZOHO CRM, you can opt to pay monthly or annually.



Recommended Price: \$20(2000 KES)/user/month

The Professional edition is where ZOHO's more advanced tools begin to be offered, including unlimited records storage, lead assignment rules, inventory management, customer service management, and more

CRM - Why choose ZOHO CRM?



--Features



CRM - Why Choose Base CRM?



Consumer-grade user interface



#1 rated native mobile sales app



Built-in email, call, text, and calendar



Predictive lead scoring and forecasting



20+ real-time visual reports



Robust API and integrations



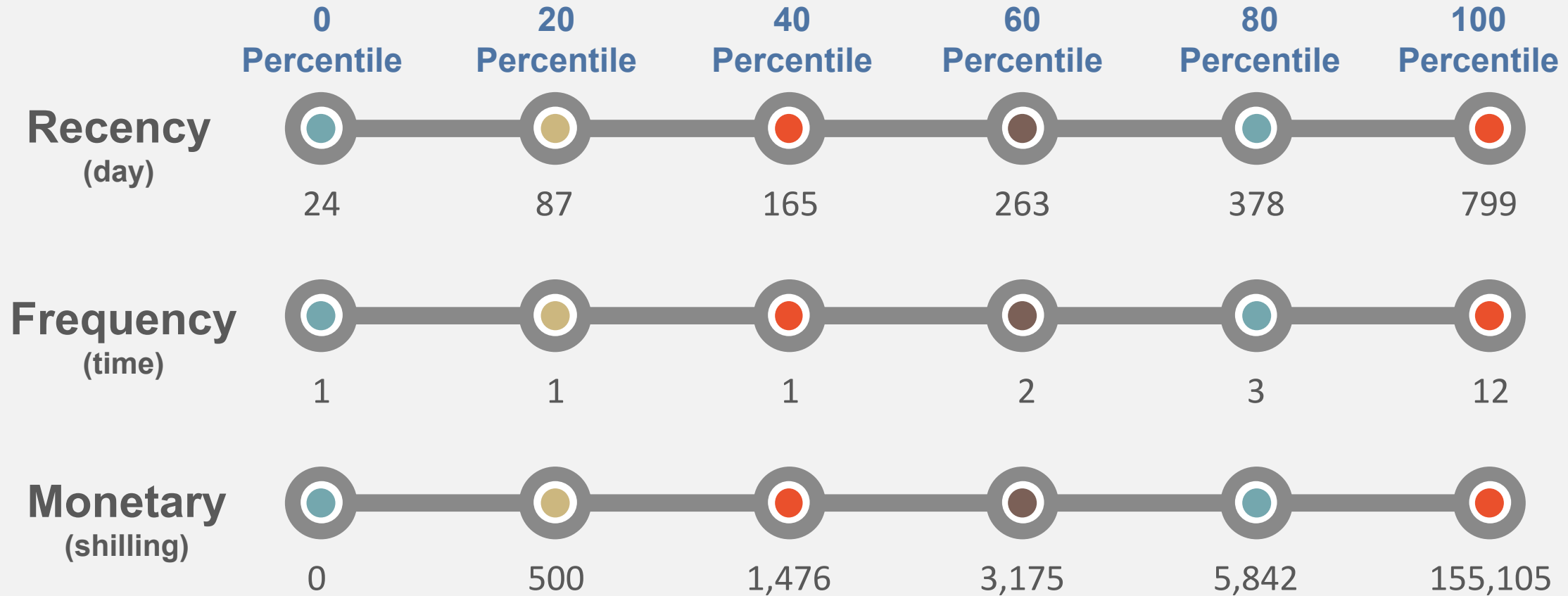
24/7 customer support



In-house implementation services

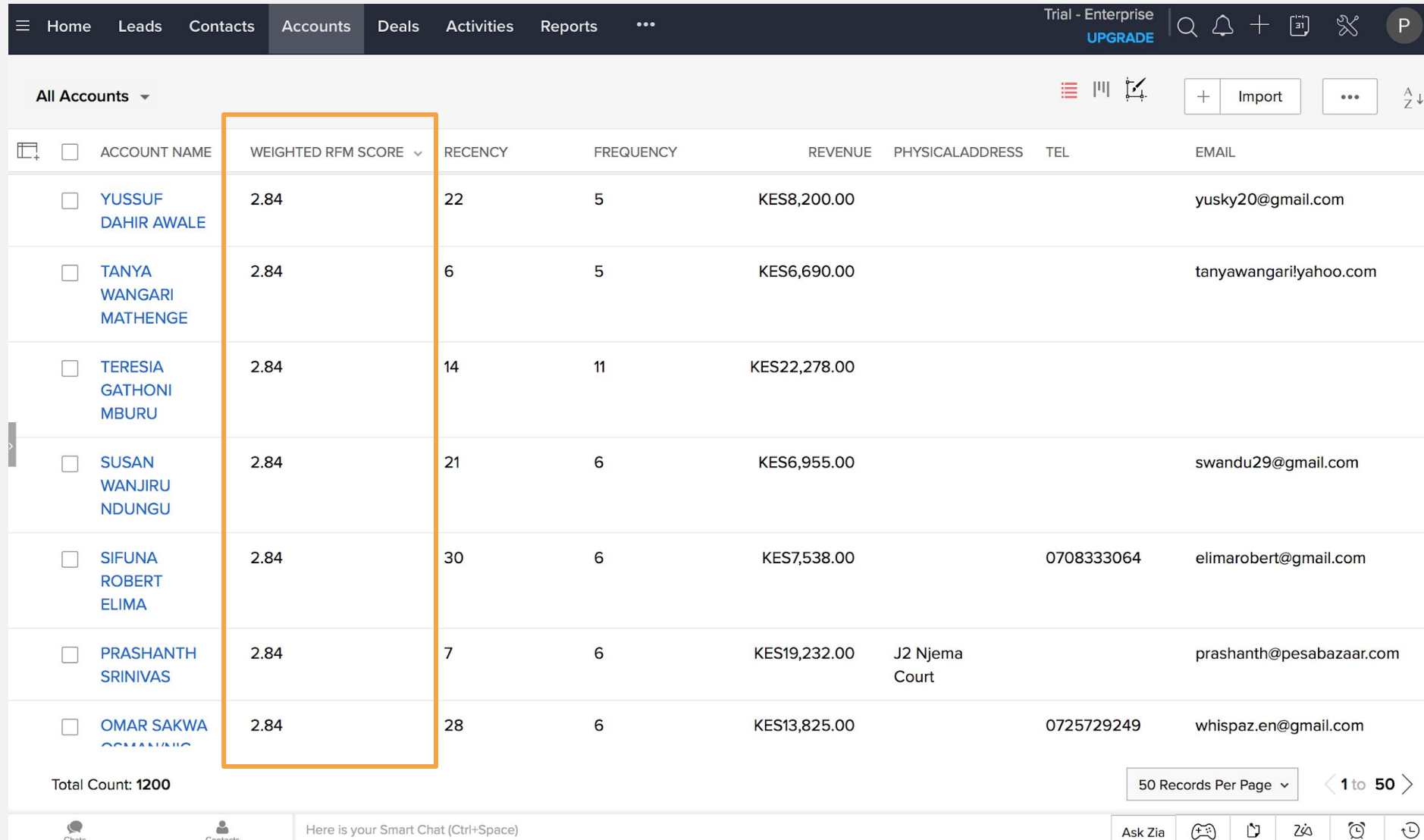
CRM – RFM Scoring

Based on the three dimension of RFM, every customer was ranked by the percentile. For example, in Recency, customer among 0 to 20 percentile were given a score of 5, customers among 80 to 100 percentile gained a score of 1



CRM – CRM System Demo

After calculating the score of each customer, the most valuable customers are identified. We also uploaded the customer data to the Zoho CRM system, facilitating the future customer management.



The screenshot displays the Zoho CRM interface for the 'Accounts' module. The top navigation bar includes 'Home', 'Leads', 'Contacts', 'Accounts', 'Deals', 'Activities', and 'Reports'. The 'Accounts' page shows a list of accounts with columns for 'ACCOUNT NAME', 'WEIGHTED RFM SCORE', 'REGENCY', 'FREQUENCY', 'REVENUE', 'PHYSICALADDRESS', 'TEL', and 'EMAIL'. The 'WEIGHTED RFM SCORE' column is highlighted with an orange box, showing a value of 2.84 for all listed accounts. The table is sorted by this score in descending order. The bottom of the page shows a total count of 1200 records and a pagination control set to 50 records per page.

ACCOUNT NAME	WEIGHTED RFM SCORE	REGENCY	FREQUENCY	REVENUE	PHYSICALADDRESS	TEL	EMAIL
YUSSUF DAHIR AWALE	2.84	22	5	KES8,200.00			yusky20@gmail.com
TANYA WANGARI MATHENGE	2.84	6	5	KES6,690.00			tanyawangari@yahoo.com
TERESIA GATHONI MBURU	2.84	14	11	KES22,278.00			
SUSAN WANJIRU NDUNGU	2.84	21	6	KES6,955.00			swandu29@gmail.com
SIFUNA ROBERT ELIMA	2.84	30	6	KES7,538.00		0708333064	elimarobert@gmail.com
PRASHANTH SRINIVAS	2.84	7	6	KES19,232.00	J2 Njema Court		prashanth@pesabazaar.com
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PART SIX

Build Brand Trust

Building brand trust is a critical task for driving leads or winning organic traffic

Build Brand Trust – 5C Model

Use “5C” model to build consumer trust for Pesabazaar.com



Content



Constant



Communicate



Context



Community

Build Brand Trust – Content



Content



Communicate



Community



Constant



Context

In order to let customers understand how Pesabazaar helps their life and increase their life quality, we will

- Create new taglines and introduction videos of how Pesabazaar.com works and what it can provide to overcome the intangibility of online services
- Record the Interview with previous customers, let them tell the story which would be more engaging
- Try to use emotional bonding content, such as family and festival concept, to increase consumers' affinity
- Make a special effort on promoting several most profitable insurance category

Build Brand Trust – Communicate



Content



Communicate



Community



Constant



Context

- Conduct a follow-up survey after customers sign up for insurance to express gratitude.
- Reply to customers' questions on social media to interact with consumers actively.
- Provide digital assistance online to increase customer convenience.
 - For example, self-service and 24/7 online service guarantee
- Conduct Referral Program and Loyalty Program to reward customers and increase awareness.

Build Brand Trust – Community



Content



Communicate



Community



Constant



Context

Looking for existing communities that are consistent with the persona result on social media to make effective promotions.

- Use paid social to find similar target customers online.
- Manage customers effectively through CRM platforms.

Buld Brand Trust – Constant



Content



Communicate



Community



Constant



Context

- Keep the brand message, design and delivery consistent so customers know what to expect.
- It is helpful to create a detail social calendar, including pre-planned marketing campaigns for future events of festivals.

Build Brand Trust – Context



Content



Communicate



Community



Constant



Context

- Online: Conduct contextual Marketing (programmatic)
- Offline: Distribute offline ads in some locations or situations which may trigger and incentive customers. For example, the places could be hospitals, apartment sales office, etc.
- Record the typical scenario into video and set it as one of the advertising materials. For example, use video to tell stories and show the benefit Pesabazaar could bring to family's health and safety.



Q&A