

Client – Bensons, East Midlands

Bensons Bespoke Insurance is a family owned and run specialist insurance company, providing bespoke insurance services to people and company's looking for advice and expertise with their insurance policies. The directors wanted to reposition the company and recognised that this needed to start with the directors refocusing and repositioning themselves within the market.

Objectives

- Strategically plan the business to create a new model of service or products.
- Define Benson's business proposition within the modern insurance sector.
- Rebrand the name to reflect that values the business offers.
- Develop new routes to market using modern marketing channels.
- Support the directors in the rollout of the changes.

Tangibles

To achieve these goals, we designed a bespoke ambitious, challenging and exciting programme to develop them towards the clear objectives they set.



The programme included not only operational skill development but also setting challenging self-development goals to achieve, in terms of opening up new enhanced customer focused processes and improved ways of working and developing new channels to market.

Outcomes

- Introduced director development programme to own customers
- Complete rebranding of the Bensons brand to underpin the repositioning of the brand as a leading specialist insurance company.
- Innovative online marketing plan to open up new channels to strategically chosen markets through online communication and marketing.
- Improved retention of customers
- New website www.bensons.co.uk with online blog, newsletter communication.

"We have worked with Richard regularly for the last 2 years and we have always had lively sessions which have proved to be catalysts for real change. Always personable, and with a huge wealth of experience and contacts, he would be an asset to any growing business." Richard Benson MD Bensons