

# Press Release

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## GENERALI ASIGURARI USE MOSAIC TO PROFILE CUSTOMERS AND CROSS-SELL IN ROMANIA

### Bucharest, London

GENERALI Asigurari S.A, part of GENERALI Group and major market player in the Romanian Insurance market, is using both Geo Strategies and Experian's Mosaic consumer classification to analyse, profile and cross-sell to customers in Romania.

Increasing profitability, managing increasing risk and competitive pressures are key challenges for Insurance services providers in the current dynamic Romanian society. Understanding the socio-demographics, lifestyles, propensity for financial services, culture and behaviour of Romanian consumers throughout the country is a pre-requisite for staying ahead of the game.

Mosaic® and Micromarketer® provide a wealth of information and functionality to analyse, model and predict consumers and areas in Romania at a high level of geographical detail to support both strategic and tactical decisions.

Dr Tudor Moldovan, Director General of GENERALI Asigurari Romania, commented:

*"Our customers are our most important asset and Mosaic is a fantastic tool to help us understand them in a structured and actionable context.*

*Insurance, as compared to banking, is not a transactional business. Our customers or prospects do not communicate with us or change their policies on a daily basis. Mosaic and the outstanding analytical support from Geo Strategies are giving us the possibility to work within a national consumer classification system which is directly linked to location; this gives us insight on our customers and prospects which we would not be able to obtain through market research or best guess marketing techniques.*

*The quality of support we have been receiving and the tool are now being factored in our strategic plans for the business. We look forward to continue working with Geo Strategies".*

Daniela Florea, CEO of Geo Strategies, said:

*"GENERALI Asigurari is a progressive Insurer in Romania, who is particularly keen on data quality and outcome-oriented analysis.*

*We are pleased to assist GENERALI assimilating the new, demonstrated benefits for their business decisioning; we trust this will contribute to the company's success in matching the market requirements both now and in the future".*

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**About Mosaic**

Mosaic Romania is a completely new geo-demographic segmentation tool that classifies all of Romania's 21.6 million inhabitants into one of 45 distinct consumer types. The system has been developed by Geo Strategies in partnership with Experian, and classifies consumers into 45 neighbourhood Types, aggregated into 10 Groups.

Mosaic Romania is a powerful information tool, which is equally valuable across different market sectors. For the Government, Mosaic Romania provides an informed basis and a tool for allocating the right resources and developing appropriate communication strategies. For the commercial sector, Mosaic Romania is a tool for targeting, acquiring, managing and developing profitable customers.

**About Geo Strategies**

Geo Strategies was founded in 1993 and has become the leading supplier of geographic and geo-marketing intelligence for Central and Eastern Europe.

Its core expertise is built around geo-spatial information solutions, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management.

This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. Mosaic Romania, the national consumer segmentation framework and MicromarketerG3 Romania, is the latest development. Geo Strategies is Experian's exclusive franchise and partner for Romania.

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## **About Experian**

Experian is a global leader in providing analytical and information services to organisations and consumers to help manage the risk and reward of commercial and financial decisions. Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage. For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, California and Nottingham, UK. Experian employs around 13,500 people in 36 countries worldwide, supporting clients in more than 60 countries. Annual sales are \$3.5 billion (£1.8 billion/€2.7 billion).

## **About Experian's Business Strategies Division**

Experian's Business Strategies division provides a comprehensive understanding of consumers, markets and economies in the UK and around the world, past, present and future. It is a market leader in consumer profiling and market segmentation, economic forecasting and public policy research, supporting businesses, policy makers and investors in making tactical and strategic decisions. As part of the Experian group, it has access to a wealth of research data and innovative software solutions. The division's economic research team is one of the largest in the UK, devoted to analysing national, regional and local economies for a range of public and private sector clients. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

**For more information, visit the Group's website on [www.experiangroup.com](http://www.experiangroup.com).**

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