PRINCIPLES OF EFFECTIVE COMMUNICATION IN MARKETING AND SALES OF INSURANCE

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Abstract

Nowadays attract and retain customers in insurance industry due to the activation of the private insurance companies and separate markets, the development of information and communication at the international level, and become more aware and become more expert customers is more difficult and only organization in the competition arena will have good position that the main focus of its activities be attract and retain customers. In such a position the question is raised that how can CRM principles applicable in the country insurance industry have the impact on customer loyalty. The purpose of this study is to evaluate the impact of CRM dimension on insurance customer loyalty.

Keywords: Insurance, CRM, Customer

1. INTRODUCTION

With reviewing process of human civilization, and investigate to gain the people authority, we find that that human during the turbulent era of the slave and slave system, lord and serf, employer and employee, manager or employee will enter a new realm the buyer and seller. In this new era occurs special attention importance to the purchaser, consumer or the customer. Current age could be called as an era of information and communication. World that its marketing logic is based on achieving information from themselves and organization, customers and competitors; because by using information can be effect in customer communication of life insurance. Insurance company is consider one of the most dynamic and important institutions in many countries. These companies are very important according to the features and benefits to society. Insurance companies with transfer risk from community people to themselves, led to peace and welfare in the community. Insurance companies by using premiums received from people invest them in investment companies and or stock exchange and are caused economic growth of their countries. Insurance companies in order to provide appropriate services to policyholders should have been closely communication with buyers; especially buyers of unconstrained insurance so they are aware of their needs and provide appropriate insurance to their satisfaction. In today's business world that competitive not only among insurance companies, but also between different industries is great, recognition of company customers and awareness from their buying behaviors create a competitive advantage for their respective companies. Companies are trying to change their attitude towards profitability and present new organizing for their company. They try to change organizing their organization from structure based on the customer to the structure based on product. It means that companies focus on the customer. Key guiding these changes is in the emergence and development of customer relationship
management by the integrated information systems and supporting software are moving in order to satisfaction customer needs [1].

Among considering categories such as VOC, CEM, CRM, and ... can increase affecting customers. In this paper, the need for effective, sustainable and permanent communication with life insurance customers will be examined.

2- CUSTOMER RELATIONSHIP MANAGEMENT

Customer relationship management of life insurance is not a new concept in marketing life insurance, but is based on three dimension of life insurance marketing management that include: customer orientation, relationship marketing and database marketing. In fact, CRM is a strategy, not a solution and can created a great competitive advantage in the case be implemented in a participatory environment [2]. There are many definitions of CRM that the most important of these are in definition presented by Galbraith and Rogers:” company activities in order to identification, find, attract, develop and retain profitable customer loyalty by providing affordable goods and services to suitable customer through appropriate channel in the right time and cost facilitates CRM relationships between company and their customers, partners, suppliers and employees”. Another definition by, Swift presented, CRM is defined as: customer relationship management is an organizational approach to understand and influence customer behavior through deep relationships, to improve customer attraction and retention of profitable customers. The third attitude about CRM has been proposed by Hamilton: Process store and analysis collected data by sales mobile, customer service center and real buyers. CRM also allows the companies which have different behaviors with different customer types. CRM has been defined in many ways; common component to all definitions according to the definitions of CRM has been considered software and hardware components[3].

3 - LIFE INSURANCE CUSTOMER RELATIONSHIP MANAGEMENT

Each insurance company must have an integrated management that is responsible for all matters related to customer retention, customer loyalty, customer, responding to customer, contacting communication and making happy customer, providing after-sales service and gathering information about customer needs.in our opinion, department of life insurance customer relationship is such as watch in ship, watch understanding of consumer needs and expectations, and transfer to manufacturing, improves product quality. In view of special attention of company to large family of the life insurance customers, CRM department should establish with the same objectives and every day responds to respectful customers and client’s needs. The overall policy increasing sales based on customer access are summarized the three stage [4].

In first stage, company should maintain their life insurance current customers. This strategy is the most important strategy organizations interested to increase sales of life insurance and its concept is that Companies offer services such its current customers of life insurance refer to the same company for reinsurance. This occurs in condition that customer feel salesman of life insurance doesn’t only think to his/her benefit and sale isn’t ending bargain but is the beginning of sustainable commitment.

The second stage is recalling past life insurance customer and its concept include studying process customers who referred to our company in the past but now don’t come to us companies for reasons unknown. Customer Orientation company, should always be to study why some life insurance customers do not go to companies? If the customer complains of life
insurance, pay attention to the slogan of long live customer complains that will have many advantages for organization.

The third stage is to identify life insurance new customers that it should be after other two stages on the agenda. This identification should be developing based on customer segmentation and affecting customer in each market.

4 - FACTORS AFFECTING LIFE INSURANCE CUSTOMERS

Psychologist named Albert Mehrabian discovered the following equation for face to face effective communication indicating that it is 55% of effective communication to appearance and behavior of individuals, 38% of speech and only 7% is depends on type of the verbal content. Appearance of a life insurance salesman has a dramatic effect on the audience [5]. We are always created the mentality in first looking from appearance the people and our subjective interpretation from them create image that is indicative of his/her personality. Appearance not only depends on the person's attraction but depend other factors such as type of clothing, sort of appearance, even details such as wristwatches and even uniform color as SEIKO company believes that “your watch represents your personality and such that smallest apparent factors can have a major effect on the audience even type of the movements the head, hands, face, eyebrows, and ... would be effectively in our audience that this behavioral characteristics is called non-verbal language or body language. Body language is our movement sets and behavior when communicating with the audience [6]. We should be receive much information as professional managers from people appearance and this helps us that guess collection of thoughts, ideas and feelings toward ourselves before started talking audience. Although this speculation doesn’t have definitely but it helps that we know the audience better. Type of people speech can also effect on audience. Many times in life deal with this point that people appearance creates an image in your mind, upon creating verbal communication and non-conformity type of his speech with his/her face image, we have gone wrong and has changed your interpretation about him/her. Other factors in speech can be noted tone of voice, words, and presented terms, sentences structure, up and down the sound of the audience that all of them will be affected in our interpretation. In face to face communication, most effect on audience is the first time that connects with audience. This effect can be very important in employed interview [7]. Researches show that managers in the interview have decided whether or not to employ yours from the beginning to see you. If the first meeting you cannot effect on client it would be difficult next communications [8]. Always audience will not forget first your meet. This effect can occur in all communication features. These include the type of dress, adornment appearance, type siting, talking and... For example, we can mention the following: guess customer personality customer when he/she come from said factors. You deal with kindly. Invite him to sit, ask him cause of visit. Look at his eyes when talking to him. Effective hearing can induce with nonverbal communication factors. Be sympathetic with him; understand his/her problem and trying to solve his/her problem [8].

Time is valuable, you should respect people time, your support your colleagues as first customers in organization. Make sure client has found that you attend his/her. Explain the benefits of life insurance for him/her. Give appropriate responses to customer complaints. Tanks His/her criticism and ….[9]

5- RESULT

Nowadays creating effective communication with customers of the life insurance is important. In professional organizations consider customers of life insurance as stability and
survival of any organization. Obviously, in the case of ineffective communication with the people, organization situation would be in danger [10]. Famous people around the world have emphasized the need for customer oriented. Edwards Deming father of quality believe that “Customer is the most important element in the chain of production and service activities”. If customer does not buy our product, we most likely will be forced to close their business. “Mahatma Gandhi believes that:” customer is most important visitors in our area. They are not dependent on us. We are dependent on them. They do not disturb our work. They are our goal. They are not a foreign in our business. They are part of us”. With this perspective in today's modern organizations selling life insurance there are units as CRM that is known title "Life Insurance Customer Relationship Management" and its mission is creating customer oriented systems [11].

REFERENCES