

Our client, a truck insurance carrier, asked nxtMOVE to assist in strategy development to enable the client to build its business.

The problem

(1 of 3)

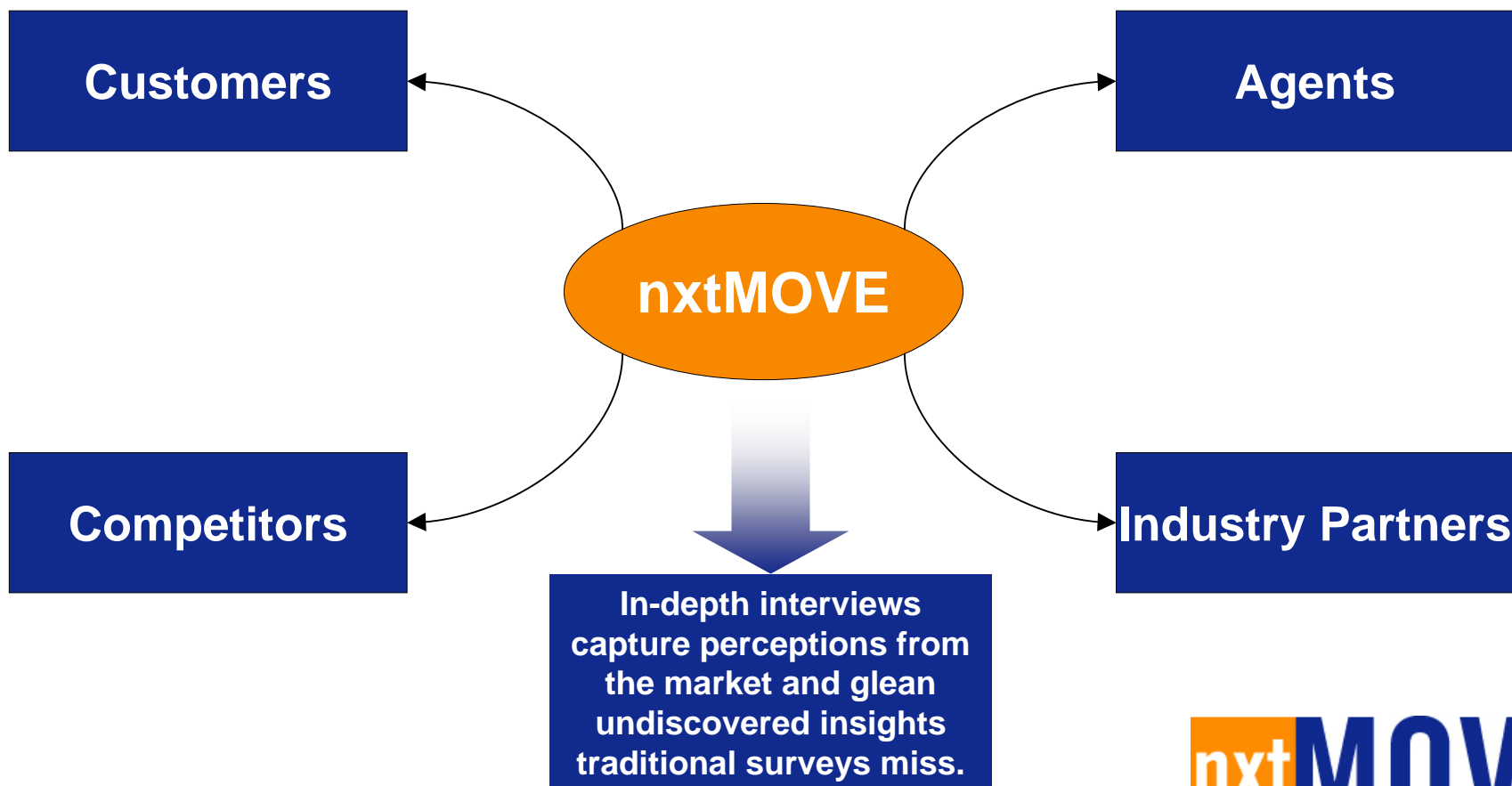
Our Objectives are to:

- **Provide accurate perspective from key participants throughout the value chain, in order to understand:**
 - **Market dynamics and trends**
 - **Product and service needs and trends**
 - **Supplier positioning and strengths and weaknesses**
 - **Customer and agent segmentation**
- **Provide creative solutions to best employ primary research gathered through actionable and innovative initiatives.**

nxtMOVE contacted new, renewed, declined, and pending customers, prospective and existing agents, and industry partners and competitors for a comprehensive market perspective.

The approach

(2 of 3)



Our findings affirmed our client's current marketing strategy, exposed problem areas in their customer and agent base, and provided insight into competitors' positioning.

The results

(3 of 3)

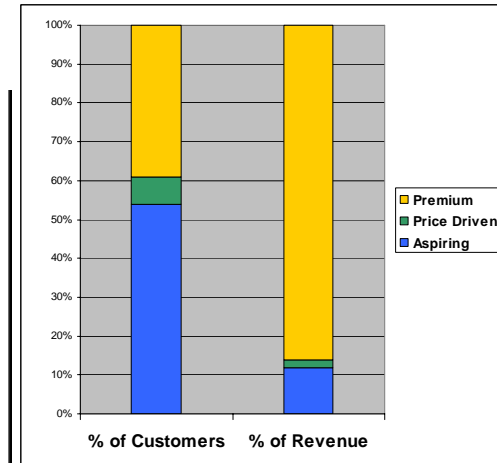
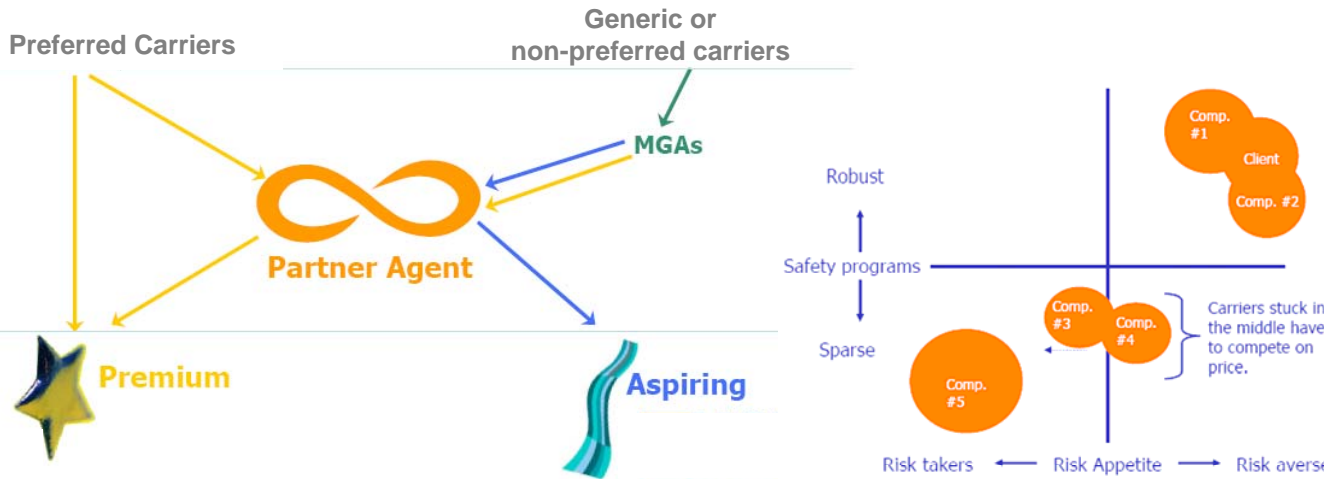
Our findings resulted in:

- Customer and agent segmentation
- Market and competitor mapping

Our recommendations included:

- Sustainable competitive advantage solutions to industry-wide problems regarding lack of safety options for truck companies and driver shortage

Agent Segment	Percent of Agents	Percent of Revenue by Agent
Partner	37%	76%
Shopper	63%	24%



Client actions: our client is currently comparing our segmentation to their own profiles, and using it to assist in developing new agents.

