

Innovation Direction of the Operation Mode of Insurance Marketing Channel

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Keywords: Insurance marketing; marketing channels; model innovation

Abstract: In recent years, with the rapid development of science and technology and Internet technology, all walks of life in China are undergoing changes and improvements, and the past model has been difficult to keep up with the pace of the new era. In the insurance industry, there are many sales channels for insurance. However, because the products that may be involved in each channel are generally not the same, the customers involved in each channel may not be the same. This makes the traditional insurance marketing model fall behind. And how to innovate a modern operation model of insurance marketing channel is the direction we have to think about and explore.

1. Current insurance marketing channels

1.1. Direct market channel model

The current direct market channel generally relies on the inside of the property insurance company and is the existing essential marketing channel. And telemarketing and networking marketing are also some insurance marketing channels. Industry participants generally classify them as direct marketing. While, the insurance marketing channel of direct marketing type refers only to the direct marketing of sales personnel. In recent years, as the awareness of insurance protection for domestic consumers has gradually increased, the drawbacks of traditional insurance sales have become increasingly prominent. As the stirrers in the industry, small-scale life insurance companies in the market have brought more competitive products and solutions to the market, introducing high-end marketing channels (such as consultant marketing channels) that are in line with international standards. In addition, the development of Internet and other online application channels are forcing major insurance companies to make changes. The commonalities of personal agents and insurance brokers are: They are one of the main channels of insurance sales, and they all sell insurance through their own personal efforts. The job done by the insurance broker is consulting, and the job of the agent is product sales. The broker represents the interests of the policy-holders, while the agent represents the interests of the insurance company.

1.2. Indirect platform insurance marketing channel model

Indirect platform marketing is the most important marketing channel for insurance companies at this stage. Indirect marketing channels refer to property insurance companies promoting property insurance marketing channels through intermediaries. Intermediary insurance agents, brokers, bank agents, part-time agents, etc., do the marketing for property insurance companies, the most important intermediary is still the part-time agents.

For the customer, this is a supermarket platform that can give customers relatively objective recommendations and services - the insurance company's agents can only sell their own products, while the agency companies sell products of several companies. For insurance companies, the self-built team has been omitted, and the cost increase caused by the establishment of institutions everywhere has been eliminated. The most important thing is the shortage of reserves. In the more mature insurance market, it is the model of the separation of production and sales that is dominated by specialized insurance sales companies and occupies the main market share.

1.3. Telemarketing channel model

Telemarketing is not a marketing channel model that only appeared in recent years. But compared with the direct marketing of traditional insurance salesmen, telephone marketing is still a

relatively new type of marketing. Telemarketing has not only become a new marketing channel model in a short period of time, but also provides a new marketing channel model for cross-selling with new equipment and insurance marketing technology. That is a new sales method for cross-mining customer needs using the insurance company's internal resources and customers sharing between subordinate branches of insurance groups or joint stock companies. This new marketing channel is the product that insurance industry has developed to a certain stage.

1.4. Networking marketing channel

Networking marketing is a form of sale by which insurance companies use the technology and functions of the Internet to sell insurance products, provide insurance services and complete insurance transactions online. Due to the low price of Internet insurance and the convenience of insurance, the business has experienced explosive growth in recent years. And the third party's network sales platforms, such as Alipay and WeChat, have gradually become the forefront of insurance marketing based on the entry and traffic advantages of the platforms. On the other hand, various insurance companies have also built their own online sales platforms through the Internet.

2. Problems and advantages of current insurance channels

2.1. Insurance company agents

The advantage of insurance company agents is that due to the high demand for individualized insurance, the communication is most efficient for the use and matching schemes of products such as critical illness insurance, life insurance, medical care, accidents, annuity insurance, etc., through the communication between sales personnel and insurance customers. Therefore, the number of agents is large, and the coverage of outlets is a big advantage. The disadvantage of insurance company agents lies in the fact that in the early period of barbaric growth, their business quality and ability are uneven. Many salesmen have insufficient professional competence and the threshold for employment is low. After the barbaric growth of personnel in the early stage, the market competition is fierce. Coupled with the uneven ranks of personnel, in order to deal with the transaction, misleading sales occurred from time to time, which lowered the public's trust in the insurance industry [1].

2.2. Problems and advantages of platform channel

The sale of insurance in the banking channel is also an important channel for insurance marketing. The advantage of bank platform channel is that Chinese people have a natural sense of trust for banks, and customers have a clear demand for stable asset preservation. The disadvantage lies in that there are main type of financial insurance (annuity, dividend), the complex product form and application generally can not be communicated clearly in a short time, and sell misleading occurs easily. The advantage of some platform channels is that large insurance intermediaries can sign contracts with dozens of insurance companies, and a large number of product libraries can meet the needs of most consumers. However, the exclusive agent of insurance company is limited by one company, and the objectivity and neutrality are greatly discounted. But the disadvantage is that the current stage is still in the market cultivation stage, most consumers do not know[2].

2.3. Problems and advantages of group insurance channels

Group insurance channels are generally unified commercial insurance for employees of enterprises and institutions. This kind of insurance is generally insured by the company for all employees and can be regarded as the welfare for employees. The advantage is that it is the way of group insurance and has the characteristics of scale operation benefit, so the group can get higher guarantee with lower premium. Generally, the company gives it to employees free of charge or charges them a lower fee. The disadvantage is that group insurance is generally signed once a year. Employees have this protection when they are on the job. Once they leave the company, they do not enjoy the protection. If they have not prepared enough protection for themselves before, then it is difficult to insure the purchase due to poor health.

2.4. Problems and advantages of networking marketing channels

The advantage is that the price is low and the premium is cheaper than the personal agent channel for the same type of protection. Moreover, the insurance operation is convenient and can be insured at any time and any place. The disadvantage is that the insured needs a certain understanding of insurance knowledge, and can choose the comparison guarantee scheme and matching products [3].

3. The innovation direction of the operation mode of new insurance marketing channels

3.1. Agent-centered agent system

Agent-centered agent system-American life insurance agent system is divided into agent system and non-agent system. In the agent system, the general agent branch system is also included. At present, many large life insurance companies in the United States have switched from a general agent system to branches system. Among the non-agent systems, the most common ones are brokers and personal business general agent systems. At present, non-agent promotion business accounts for 42% of the total business. In the agent-centered agent system, life insurance companies do not use intermediaries, but directly contact customers through mail, newspapers, telephone, multimedia, periodicals, radio and television and the Internet to propagate various insurance products. In addition, insurance companies set up fixed counters in banks, hotels, supermarkets and chain stores to facilitate the sale of insurance policies. Agent-centered agent system can be the direct sales of company employees or agents, aiming at providing customers with insurance purchase advice and convenience [4].

3.2. Marketing model of the separation of production and sales

Sales function activities pursue sales results, which are reflected in sales performance and sales efficiency. While, marketing function activities pursue marketing results, which are reflected in the intensity of interaction and interdependence between enterprises and customers, and are reflected in the integration of supply and demand related to the destiny of enterprises. The market exchange relationship established by marketing activities is like a stable high-speed channel, supporting sales and supporting the continuous flow of products to thousands of households. The main means of separating production from selling is to abolish the insurance agent troop, a large-scale agent troop. Because the actual situation is that a large part of these insurance agent teams are not high-quality, and most of them are social idlers. This is totally unsuitable for the current development of China's insurance market. Enhance the threshold for entry, improve the quality of employees and improve the treatment for employees. Differentiated product sales qualification certification should be required [5].

Web sites can be created to decompose insurance companies into product functions. Comparing insurances from different dimensions for selling, consumers can objectively choose according to their needs, and can learn more about various types of insurance, cultivating insurance awareness, promoting insurance sales, avoiding losses and injuries to insurance industry and consumers due to insufficient professionalism and bad salesman. Making the insurance industry more standardized, so that consumers can buy it comfortably and use it comfortably [6].

3.3. Network marketing model of insurance

As a new marketing mode in insurance companies, network marketing has many advantages, which can save money and reduce costs. The main modes of insurance network marketing are: 1) Pre-movie adverts in a short-video published by accounts with many fans. Pre-movie adverts are usually added before and after the short-video produced by accounts with many fans. 2) The content marketing in a short-video published by accounts with many fans. Content marketing is clearly not a traditional advertising implant. Content marketing is the packaging of Internet financial platform or products into content. The original form of advertising that content is advertising is the future trend. 3) Event marketing marketing through short video. Marketing activities can be launched

based on the short-video platform, such as the award-winning video creation contest, 10 seconds of video shows that the XXX financial platform is the safest financial platform, encouraging netizen to create and share. 4) shooting platform video to answer customer questions. Users' trust in the platform comes from deep understanding. Produce short films to introduce information such as qualification certificates, risk control measures, and management teams of the Internet financial platform. 5) Integrate the production process of financial products into a visual presentation. Taking the car loan p2p as an example, the short-video presentation can be used to display the business operations processes, such as data acceptance, loan initial review, five-level approval, contract signing, mortgage registration in vehicle administrative office, GPS installation, insurance, GPS information entry and verification, loans, paper data archiving, post-loan management and other links make it more transparent. 6. Show brand's culture. The short-video platform provides an opportunity to fully demonstrate the brand's culture and features, including filming and production of company group activities, festival staff interview videos and so on.

The service of insurance network marketing is continuous. Insurance network marketing makes insurance companies more sustainable for each customer. Enhancing customers' trust in insurance companies can avoid the damage to customers and the impact on company image caused by short-term behavior of agents pursuing the benefits of instant commissions[7].

4. Conclusion

In short, in today's society, the traditional insurance marketing channels in the past can not keep up with the pace of the times. What we must do is to look for the innovation direction of renewing the operation mode of insurance marketing channels. The development of new insurance marketing channels will be helpful to the long-term healthy and stable development of the insurance industry and be helpful for people to get better insurance services.

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