

## OTIP CASE STUDY QUESTIONS

1. What other attempts have been made to work towards resolving the membership and business problems?
2. Insurance appears to be segmented into several different websites. How many accounts does a user need in order to have full coverage?
3. With so many different websites, can a user seamlessly navigate between these different pages (without performing a search or opening any new tabs)
4. Does the statistic of 160-200k members count only the primary member or does it include spouses, children, etc.
5. If a member has not given opt in consent for Retired Teacher Insurance Plan, Edvantage, home, auto, etc. what other channels are used to make them aware of these offerings.
6. Do members have to pay extra for the affinity program "Edvantage" or is it included in all the plans?
7. How is OTIP advertised? Through teachers place of employment or independently?
8. Having only communication through the member might be an inconvenience to the other dependents who have coverage through OTIP. What about offering communication through dependants as well?
9. If RTIP and ARM mean the same thing wouldn't it be beneficial to have them in just one category? It might be confusing to current or future members.
10. There could be an issue that members aren't using their benefits because they forget to use them. How about reminding them through email or promotional mail?
11. Some form of promotional activity needs to happen to increase home and auto insurance. Advertising through different forms of social media and through the school board might be an option.
12. How are you advertising to individuals who have previous auto and home insurance with other providers?
13. Do you have a current advertising fund? Is it being used?
14. Why are there a numerous amount of websites? It's very confusing and not cost effective.
15. Who are your customers? What age, city, sex, marital status, children? Do they own a home and/or car?