**Open questions with answers**

**4 Events and Customer Relationship Marketing**

**Question 1**

a What is relationship marketing and how did this field emerge historically?

***Answer to question 1a***

Relationship marketing is aimed at building and maintaining business relations. Less than before, it is aimed at direct transaction.

b What is the role of events in relationship marketing?

***Answer to question 1b***

Due to increasing competition, product-related developments and technological advancements in the area of communication and individualization, the importance of relationship marketing by means of events is increasing.

c Who is the relationship marketing strategy of Insurance Direct aimed at (see boxed text in the introduction of chapter 4)?

***Answer to question 1c***

At the intermediaries. They are crucial to Insurance Direct, because they are the exclusive distributors of the insurance company’s products.

**Question 2**

The four Ps are the key factors that are involved in marketing. Sometimes, one or more Ps are added. In relationship marketing, the three Rs are used. Explain the 4P and 3R model by means of the Insurance Direct case (see boxed text in the introduction of chapter 4). Consider relationship experience, relationship fulfilment and relationship confirmation in your answer.

***Answer to question 2***

* The four Ps: product, price, place, promotion and, for example, personnel.
* The three Rs: reputation, reciprocity and relationships. These are aimed at customer-centric operations.

**Question 3**

What reasons could Insurance Direct have had for using the event?

***Answer to question 3***

Intermediaries are actually the sellers of Insurance Direct. The company deliberately gets in touch with its sellers to immerse them in the core values of Insurance Direct and allow them to experience for themselves which strategies are available to them to expand their portfolio: a presentation, a simulation game, and so on. This has a huge impact.

**Question 4**

In figure 4.3 in the book, customers are categorized on the basis of customer value. In which segment would you position the Insurance Direct intermediaries? Explain your answer by means of the figure.

***Answer to question 4***

At the top. The intermediaries are crucial to Insurance Direct. They are the insurance company’s ambassadors (advocates).