

Background information

A large insurer is concerned that their public image is negatively affecting their share price.

Company management believe that implementing a new Environmental, Social and Corporate Governance Strategy (ESG) could help them to regain trust from their shareholders and policyholders.

They have employed you and your team to identify the key issues that are affecting their public image and develop an innovative solution to combat the issue that will have the greatest impact on improving their share price.

Further Information

Following some initial discussions with company management, you learn the following facts about the company:

- The board of directors is made up of 95% white males and 5% white females, this is reflected at all levels throughout the company
- A paper copy of all policy information is held by the company. Digital A4 templates are issued to account management team and printed at the end of each day. Templates reflect any new policies issued or updates to existing policy information (e.g. change of address etc)
- The company holds a large proportion of investments in oil and gas companies
- The CEO of the insurer is currently caught up in a social media scandal following allegations of insider trading. Pictures were leaked of him out for dinner with one of the key parties in a high value merger, just days before the press release was issued
- The canteen in the head office sells (on average) 7,000 bottled drinks per week and 10,000 cups of coffee in disposable cups
- The company travel policy states that anyone with a valid driver's licence should hire a car when attending off site meetings and events. Those without a license should travel by taxi.

Your Task

Your task is to:

- 1. Pick out one of the points above and conduct some market research as to the impact that it may have on the insurer's reputation*
- 2. Develop a proof of concept for an innovative solution (e.g. an app, dashboard or social media campaign) that will help boost the reputation of the insurer*

Tips:

- Remember that your solution should link back to the research that you do to highlight how you're addressing the problem*
- Have a look at other solutions that already exist and what steps other firms have taken to address similar issues*