

Understanding Fraternal Benefit Society Customers

Segment A

Open-minded, spontaneous givers, wishing to do more.

Currently making efforts for their community but many feel like they only do the bare minimum.

- Feel a strong and growing sense of belonging with their community
- Open to trying new things, including owning more types of insurance. Especially likely to buy from a FBS, as they make efforts to support companies doing good for the world
- No religious affiliation



Segment B

Community-focused, savvy, committed.

Generous and informed, ensuring their time and money are always well-spent.

- Already go above and beyond for their community and still constantly seek to do more
- Strive to make personal decisions and transactions that are aligned with preferred causes (a key way they differ from Segment E, who on the surface appear similar)
- Advocates and influencers, actively getting others involved in the products, services, and causes they support



Segment C

Busy, social, looking for easier ways to give and be involved.

Community is important but has to be a low priority for now.

- Feel they just don't have excess time to invest in their community
- Tend to look for name brands and lowest prices when it comes to companies and products
- One of the two most religious segments



Segment D

Introverted, price-driven, less trusting.

Less concerned with their community and skeptical of the efficacy of charitable organizations.

- Not likely to be in the market for life insurance and tend to be more price-driven
- Community involvement is not a priority, now or in the future
- Reluctant to support companies who do good things, likely because they are skeptical that organizations actually do what they claim



Segment E

Generous, religious, traditional.

Giving back to community is deeply important, but they do not seek to do so via the businesses they support.

- Have strong community ties and volunteer their time and money regularly
- Tend to prefer to separate charitable giving and personal business decisions
- Evaluate life insurance decisions almost solely based on the quality of the company, and don't tend to share their opinions on products and services with others

