



## **Cross-selling home insurance to motor insurance customers is one of the best ways of generating new sales growth in the home insurance business**

*Research and Markets are delighted to announce the addition of Cross-Selling in UK Financial Services 2003 to their offering*

([PRWEB](#)) January 30, 2004 --Cross-selling is examined within the general insurance, retail banking and life and pensions markets in terms of the relative success of players at cross-selling, the strategies they employ and customer retention/attrition levels. This analysis is then taken across the verticals enabling competitors to benchmark themselves against the leading players and provides best practice examples.

This report provides:

- A comprehensive guide to consumer purchasing behavior in financial services.
- Analyses three markets: general insurance, life and pensions, retail banking.
- Gives an insight into the cross-selling strategies of financial services providers.

The report also highlights:

Cross-selling home insurance to motor insurance customers is one of the best ways of generating new sales growth in the home insurance business. Insurance companies experience better conversion rates when selling home insurance to existing customers than non-existing customers.

Consumers hold more financial products with banks than any other financial services organization. Consumers hold more financial products with Lloyds TSB than any other financial services organization followed by HSBC, Barclays, NatWest and Halifax.

Saga is very successful at cross-selling home and motor insurance. Saga customers may have high average product holdings because they can identify with the company's brand values.

Reasons to purchase the report:

- To understand the purchasing behavior of the financial services consumer across the general insurance, life and pensions and retail banking markets.
- To identify the general insurance companies and retail banks that are most successful at cross-selling additional products to their customers.
- To gain an insight into the cross-selling strategies of retail banks and insurance and life assurance companies.

For a complete index of this report click on

<http://www.researchandmarkets.com/reports/42845>

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