

INTERNSHIP PROJECT PROPOSAL

Title	Achmea-03 Digital communication: research Net Promotor Score
Research Area	Pensions: digital communication and services
Dutch language mandatory	Yes
Type of internship¹	Only as regular internship
Internship period	Fixed: starting from april 2016
For students in	MSc Finance, Economics, EME and Qfas
Organization and (sub)section	Achmea Life & Pensions

How can the division Life & Pensions with digital communication increase Net Promoter Score (NPS) in order to gain competitive advantage and to what extent does mass customization contribute to this?

Target research:

- Identify what employees want and expect from digital communications. For example:
 - What do customers think of the 'opt-in' strategy (digital, unless ...)
 - What functionalities do customers expect within digital communications and / or portals?
 - What should we improve if we want to get a score of 9 or higher?
 - What suggestions do customers have?
- Results check on the vision, mission and strategy; any reassessment
- Advice regarding improvements
- Customer interest as a central point; within frameworks of supervisors, legal and compliance rules
- Increase NPS
- Contribute to improve the competitive advantages

The concrete problem formulation still has to be determined, also depending on the available information and on the additional information to be collected.

¹ TiSEM now also offers the possibility of an extended master. For more information, see the "Infopakket Extended Master." An extended master follows a fixed program: Company traineeship March-October 2017; Company assignment and Master thesis October 2017-January 2018