**Customer Segment Report – Suburban**

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**Summary:**

Overall, the Suburban customer segment has much in common with the Rural customer segment. Assuming the Urban customer segment has the better customer experience, then efforts to make the Suburban customer segment look like the Urban segment should be pursued. Efforts to increase the visibility of payments in cash or the convenience of ACH and an annual property payment method to customers. This should nudge Suburban customers to being more like the Urban customers and hopefully drive a better overall experience.

**Dashboard: Cust Segment by Activity Status**

* The Suburban segment looks very similar to the Rural segment in volume of premium and number of records.
* The ability to differentiate between active and inactive status shows premium and number of records between the three customer segments.

**Dashboard: Payment Type by Activity Status**

* The Suburban segment has a much lower percentage of cash or ACH payments of 28.53% compared to the Urban segment at 67.65%.
* The inactive status shows payment distribution percentages are almost equal to the active status.

**Dashboard: Credit Card Type by Activity Status**

* The three customer segments have a very similar distribution percentage of credit card payment types (approximately 45% Visa, 44% Mastercard and 11% Other).
* The inactive status shows credit card distribution percentages are almost equal to the active status.

**Dashboard: Payment Freq by Activity Status**

* The Suburban segment has a much lower percentage of annual payment frequency of 34.80% compared to the Urban segment at 70.64%.
* The inactive status shows payment frequency distribution percentages are almost equal to the active status.

**Dashboard: LOB by Activity Status**

* The Suburban segment has a much lower percentage of property frequency of 63.42% compared to the Urban segment at 85.12%.
* The inactive status shows the line of business frequency distribution percentages are almost equal to the active status.

**Dashboard: LOB by Payment Frequency**

* The Suburban segment has a much lower percentage of annual property frequency of 63.47% compared to the Urban segment at 92.69%.