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Abstract

This research was carried out as an assignment for Sampo Insurance Company (nowadays the property and casualty insurance company If) and the purpose was *to investigate how the internal launching processes can be improved in Sampo*. In Sampo Insurance Company internal launching was regarded as a very difficult task in the launching process, and therefore there was a need to study and analyse the aspects and elements of internal marketing of services in detail.

As in literature there was a shortage of information on the subject of internal launching, the study was carried out as a type of learning process. The framework of the research was based on the launching process and on the process of internal marketing. After gaining theoretical understanding of the subject, one project, Sampo Moment, was taken deeper insight into. The learning process was then furthered by collecting data from other previous internal launching processes in the case company. The projects surveyed included mainly internal launching processes of property and casualty insurance service-products.

The research was carried out as a qualitative case study having an inductive, flexible approach and gaining deep data to create theory. The project of Sampo Moment was surveyed in closely. For this purpose two key people of the project were interviewed and printed project material collected and examined closely. To survey the phenomenon and the process under research, eight representatives in the case company were interviewed. The interviewees represented various viewpoints on the issue as they came from different units and from different positions. To gain yet further knowledge of the internal aspect of launching process also marketing specialist Timo Rope was interviewed. The interview formulas were classified into the themes of management aspect, internal marketing operations and follow-up function and they were sent to the interviewees beforehand. All the interviews were tape-recorded and fully transcribed.

The conclusions concern the management, the operations and the follow-up of the internal launching process. To manage the future internal launching processes efficiently, it is significant that the management connects the launching project to the strategy of the company, that there is a process model for a launch and that all the internal target groups are considered and informed. As to the internal launching operations, there are three main groups of activities to organise and implement efficiently: internal informing, training and increasing motivation and commitment. These are discussed in more detail in the research. Also follow-up function and further measures are significant as they provide tools for analysing results and for rooting the novelty into product category.

Key words	Launching, internal marketing, insurance company
Further information	