



CASE STUDY:

ENROLLMENT MATERIAL CONTENT + EXPERIENCE ANALYSIS

"I just wanted to drop you a note to acknowledge the exceptional report you prepared for us. The report addressed all of the questions I was hoping it would and gave us tremendous insights into this category. It will help to support our go-forward decisions about insourcing versus outsourcing and the development considerations."

-Chief Product and Strategy Officer

Situation:

A national health insurance company needs to benchmark its competition each year to understand how competitors speak to consumers and position their products in annual Medicare plan enrollment packets.

Solution:

Line of Sight Group created a panel of consumers placed geographically who were able to receive enrollment information from its own organization along with various competitors. As the information was received, the consumers provided their impressions of the material and placed follow up calls to experience the service provided by the competitors. Line of Sight Group's analysis examined strengths and weaknesses along with best practices.

Benefit:

The client uses the results in several different ways. It examines improvement opportunities where it has some competitive weaknesses, takes advantage of weaker competition by adjusting its marketing media resources and communication messages, and adjusts positioning messages and adopts best practices in planning for the coming year.