



CASE STUDY : CONSUMER COMMUNICATION + EXPERIENCE ANALYSIS

“Each year, our objectives shift a bit so the LoSG team goes through a planning process with us to make sure that we are looking at the correct markets, capturing the right information and communicating it effectively to the executive team. We appreciate their knowledge of the market as well as the quality – the reports are spot-on and appropriate for our senior leadership team.”

**VP, Market Research
Health Insurance Industry**

Situation:

A national health insurance company needed to benchmark its competition each year to understand how competitors were speaking to consumers and positioning their products in annual Medicare plan enrollment marketing material. At the same time, the management team wanted to better understand the consumer enrollment experience provided by its own organization.

Solution:

Line of Sight Group (LoSG) created a panel of consumers which it placed geographically and were able to receive enrollment information from the target companies. As the information was received, the consumers provided their impressions of the material and placed follow up calls to experience the service provided by each company. LoSG’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 internal weaknesses in its positioning messages, takes advantage of weaker competition by adjusting its media resources and communication messages, and adopts best practices in its strategic planning for the coming year.

