

**CASE STUDY:  
Brand Insight Sparks  
Product Innovation**



**Client:** Information Provider to Healthcare Industry

**Issue:** Desire to set strategy for the company's flagship brand based on objective, up-to-date market intelligence

**Methodology:** Brand perception study conducted via several hundred telephone interviews with both client and prospects

**Research ROI:** Determined key areas of competitive strength and vulnerability for the client's brand relative to the key competitor in the same industry. Three critical issues were targeted for improvement to enhance client retention and gaps were identified in product and service that needed to be addressed.

Results drove short-term product enhancements, changes in both the sales and customer service approach being employed, and the ultimate introduction of a new product suite that enabled the company to capture additional market share from key competitors while retaining current clients.

