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benenden health

The brief

benenden health is one of the UK's leading mutual healthcare providers with a membership base of around 900,000 people. In a complex and competitive market benenden recognise the need to stay in touch with their customers' experiences and at the same time reach out to new audiences. They commissioned Alterline, in partnership with Able Communications, to support a programme of rolling market research to help them track the expectations of their current and prospective member base.







Member-led

We're able to relate what members care about to drivers of satisfaction, meaning action can be focused on the areas that matter most to members, not the business.



Workshop

The project started with a workshop bringing together senior managers to discuss what they wanted to know about their members and potential customers.



Looks 'in' and 'out'

As well as understanding what is important to members, the project looks further out to see what is important to customers in the wider market, helping benenden target new customers and remain competitive.



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Benchmark member survey

Using the workshop outputs, we developed a customer barometer survey and set baselines for key measures.



More 'real-time'

As the project is running on a continuing basis, changes in satisfaction rates can be identified quickly and action taken, ensuring that benenden is always on top of what is important to their members.

Benchmark market survey

A version of the benchmark survey was also sent to non-customers to inform future marketing and product development.

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Alongside the member surveys, quarterly surveys with non-customers are deepening understanding of key target markets.

Rolling barometer

A quarterly barometer survey is now being used to track progress against the benchmarks and explore ad-hoc topical issues.

Depth interviews

Depth telephone interviews with members and non-members are unpicking

emerging themes.

"Alterline, in partnership with Able Communications, have worked hard to understand our business and members' needs through a multimethod research design. Their proactive approach has enabled us to develop a set of performance criteria based on what is most important to our members.

This understanding has led to the establishment of targets against which member satisfaction and future performance can be measured through our quarterly barometer survey.

Alterline and Able continue to track progress and deliver clear, actionable insights about our members' experiences with us and these insights are being used to inform, underpin and drive business strategic and operational decisions. Alongside this the team are professional, insightful and a lot of fun to work with!"

Helen Smith Head of Product Development and Insight

Quarterly report

A quarterly report shows progress against customer satisfaction benchmarks, highlights areas for action and provides insight into key target markets.

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