

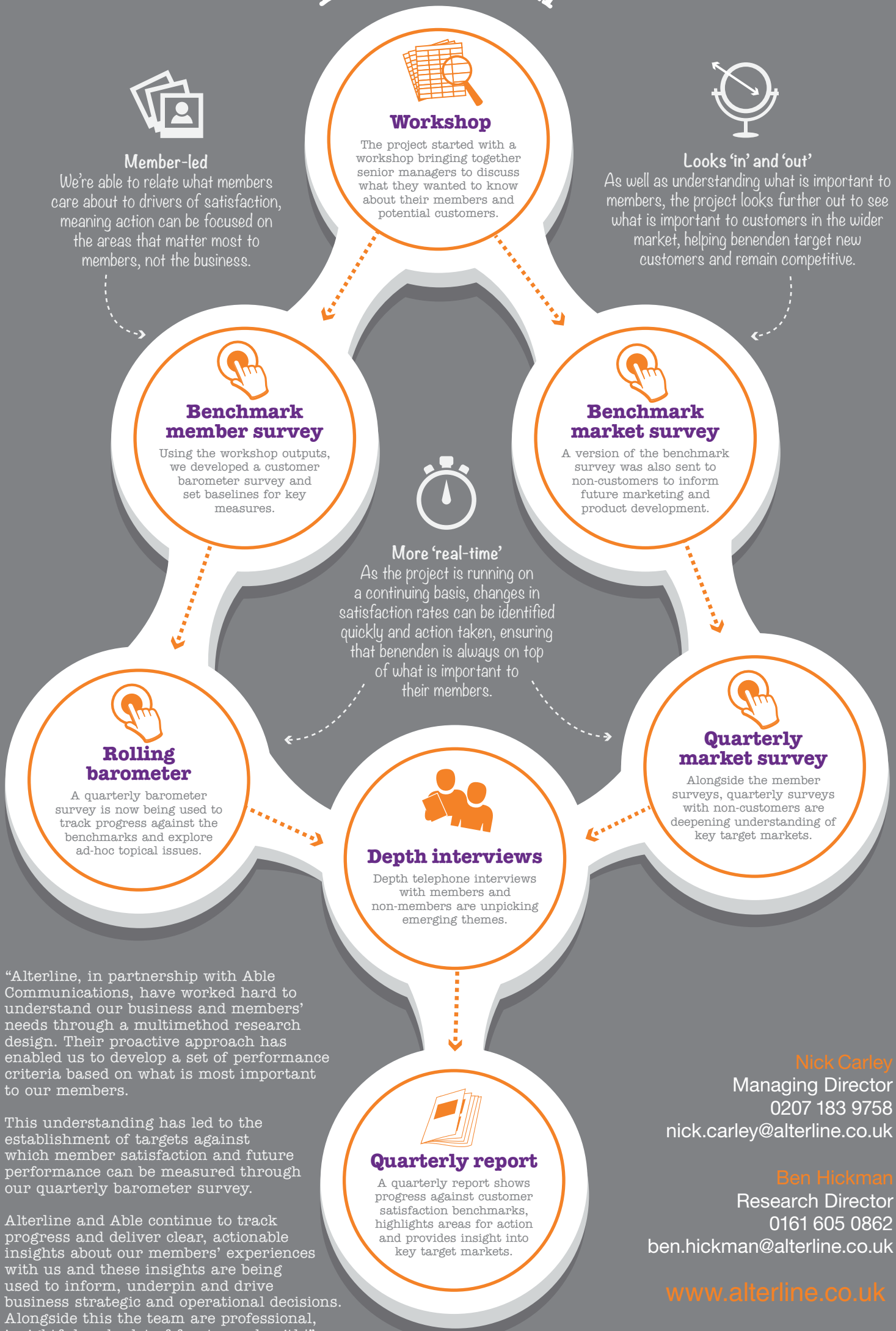
## benenden health

### 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.



## The approach



"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

**Nick Carley**  
Managing Director  
0207 183 9758  
nick.carley@alterline.co.uk

**Ben Hickman**  
Research Director  
0161 605 0862  
ben.hickman@alterline.co.uk

[www.alterline.co.uk](http://www.alterline.co.uk)