

About Client: Client is a leading Insurance company in the United States, operating in the space of supplemental health and life Insurance

Client Situation: Client was looking for a comprehensive solution for tracking its key competitors which were 8-10 in numbers. They wanted this information to be available to everyone in the organization on a synthesized platform

What we did: Following were the elements of our solutions:

- Put together a web platform tracking strategic moves of 10 competition. Each competition player has following information on the platform
 - Introduction
 - Key personnel and latest personnel movement
 - Key geographies
 - Latest quarterly financial updates
 - Strategy in key markets
 - New products launched
 - New services offered
 - Distributors tracking
 - Key developments
 - Benchmarking with the client on key parameters
- Platform was updated real-time on monthly and quarterly basis
- All the inputs from client stakeholders was updated too on the platform
- Platform could be accessed through password authentication by stakeholders on laptops, mobiles and tablets

Outcome

- Platform was accessed by over 50 client stakeholders regularly for information on competition
- Competitive Intelligence formed an input to the annual strategy planning exercise and was used as an input for new product development, strategy formulation and financial benchmarking