

# Insurance

## Inspiring Meaningful Member Engagement

A non-profit health insurance company with a mission of improving the health and well-being of their members wanted to increase efforts to focus on customer understanding. The company is committed to ongoing innovation and working towards member centricity, but was seeking a solution to support their needs.

### The Challenge

The relationship between Americans and health insurance providers can be characterized, at times, as apprehensive and tends to produce polarizing responses in both the public and political sphere. To combat this stigma, the company increased efforts to focus on the customer. The goal was assuring that their members know they are interacting with not just a business, but a team of individuals who listen and take action.

***“We want our members to know that they are talking to real people and that they are genuinely cared for.”***

- Sr. Research Analyst, Health Insurance Company

Another common challenge is how to access and aggregate feedback that can be turned into actionable change – particularly with health insurance, where member information is timely and sensitive.

***“Senior leaders expressed a desire to be able to engage more directly with our members, to gather their input on things in a dynamic fashion, while also communicating with them on an ongoing basis and over time. Their goal was to ensure that members’ direct feedback was being taken into account when designing new products, materials, communication and/or marketing pieces.”***

- Director of Market Research Intelligence, Health Insurance Company

**1000+**

members

**89**

quick polls

**12**

activities

**3130**

survey responses

### The Solution

As a response to these needs, the company initiated a Fuel Cycle Insight Community, which maximizes the ability to continually engage with members and hear their insights.

***“Traditional market research can be very expensive and time-consuming. With our online Insight Communities, we are receiving quick market research without having to worry about time and additional monetary constraints. It’s efficient and quick, which is where we see the maximum benefit. Simultaneously, we get this deep member profile that iteratively builds on itself with each interaction and survey response.”***

- Sr. Market Research Analyst, Health Insurance Company

The company used the community to create a space that reflected their brand’s vision and design with the aim to make the community a familiar place for members to join and connect.

### The Results:

Once the insights team began interacting with its community members, they reached a level of familiarity and emotional connectedness that they had hoped for and anticipated. “We’ve learned a lot more about the types of things our members are interested in learning about. Health insurance can be very daunting, so we’re using the community to help ensure that we’re giving our members the best possible experience!”

The company mixes both qualitative and quantitative research methods to ask pointed questions that give them insights into anything from member knowledge of various insurance plans to what kind of designs they would like to see on content.

### Looking towards the future:

The narrative of insurance agencies has historically been met with an air of ambivalence, but the company holistically and systematically makes the effort to create a bi-directional member connection. In a complex market economy, meaningful client relationships are the greatest forms of currency, and with support from Fuel Cycle, the company will continue to maintain their ongoing efforts of putting members first.

***“There are so many vendor options, we were looking for one that could be a one stop-shop, in terms of offering many different types of information gathering methods, as well as innovative tools, and that’s what attracted us to Fuel Cycle.”***

- Sr. Market Research Analyst, Health Insurance Company