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Showcasing Satisfied Customers to Introduce Product Enhancements and Generate Sales Leads

The Company

A fast-growing software company with an innovative solution for insurance claims administration and risk management systems.

SPR’s client had a long-term commitment to its customers, with a high level of service and support and annual updates (both technical and functional) to the claims system. Client satisfaction with the products and services was very high. Their client roster included well known Fortune 500 companies and nationally known public entities.

Strategic Issues

The company was launching a new software solution using a new type of technology for this vertical. They needed to generate awareness and credibility to capitalize on its “first mover” advantage.

Target markets included self-insured employers, self-insured public entities, insurance carriers, and third-party administrators. However, because the product was new, media or analyst reviews and other traditional means of establishing its effectiveness and reliability were not yet available.

The Tactical Solution

Scott Public Relations’ (SPR) tactical solution was to draw on the high satisfaction of the company’s current clients; telling about their experiences with existing company products, for assurances that the new product would work as it was intended, and to showcase their enthusiasm for the coming availability of the new product and the innovative capabilities it would bring.

Key client accounts in the target markets were identified and case studies developed for each of market e.g., Fortune 500, self-insured companies, public entities, and third party administrators. Each case study was proposed as a feature story to selected publications, and then issued as a news release. Clients were also invited to participate in media interviews during trade shows, which boosted media interest and resulted in a number of placements.

In addition, bylined articles were written and placed to explain the competitive advantages of the product through the eyes of end-users.

Happy current clients were enlisted as co-presenters at conferences, co-authors of bylined articles, and interviewees for articles. SPR also developed

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creative article ideas such as “The Women of (customer name)” for a national risk management magazine highlighting the female executives behind a university’s successful program powered by the client’s system.

Speaking engagements featuring the client with its customers were also secured at high profile trade industry events, such as RIMS (Risk and Insurance Management Society), e-Fusion, PRIMA (Public Risk Insurance Management Association), CAJPA (California Joint Power Authority), ASHRM (American Society of Health Risk Management), and InterAct Business Forum.

In addition, SPR helped the client promote several prestigious business awards that further enhanced their credibility and visibility.

Results

The customer success-focused articles included a major cover story in Risk Management, plus articles in Insurance Networking News, Claims, Business Insurance, Claims Guide, and Insurance Journal. In addition, bylined articles were written for publications such as The National Underwriter, The Journal of Healthcare Risk Management, Public Risk Magazine, Best’s Review, Journal of Workers’ Compensation, The Self Insurer and Risk & Insurance.

The company received substantially more coverage than firms that were many times its size. And not only was the new product successfully launched, but the company tracked sales leads generated for the new software from the multifaceted communications campaign using the customers as spokespersons, and reported significant and cost-effective leads and sales sourced to the campaign.

Scott Public Relations...

“A Step Ahead” is a publication of Scott Public Relations (www.scottpublicrelations.com) a public relations firm specializing in business-to-business communication for firms in health care, insurance and technology. Scott Public Relations helps its clients, ranging from Fortune 100 firms to start-up companies, stay “A Step Ahead” in their marketing programs and in their industries.

For More Information

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Can you leverage your clients’ success stories for maximum impact?

Yes, if:

- You ask your clients to participate in PR about your mutual success. These co-marketing initiatives can not only boost your marketing efforts, but can also strengthen your client relationships.
- You and your customer have metrics that document product success in terms of increased productivity, increased revenue, decreased operational costs, or improved quality.

If the answer is “yes,” then developing a robust media relations strategy could be the key to accelerating your company’s profile in the market and increasing the number of consumer hits to your website.