

Case Study

GroupSystems Success Story: WellPoint

Enhancing roundtable sessions to gain customer insights

WellPoint, formally Anthem Inc., is the nation's leading health benefits company serving 34 million medical members nationwide through its 14 Blue Cross Blue Shield subsidiaries. Customers first, lead through innovation, one company, one team and personal accountability for excellence are all WellPoint's core values.

To help achieve and maintain these core values, WellPoint hosts an annual Leadership Conference which gathers their 350 most important insurance brokers, hospital chain clients, and pharmaceutical company suppliers to discuss important topics valuable to their organization. Part of the agenda included Roundtable sessions designed to gain insights into key customer issues and ideas for that year, as well as future years to come.

In previous years, the WellPoint Event Planning team had used handheld devices to survey their customers and gather statistics to be interpreted later. While this was adequate for basic surveys, the WellPoint team wanted to use open-ended questions to collect more quantitative insights for more accurate information.

GroupSystems in Action

WellPoint's roundtable sessions consisted of 350 people seated in 35 tables of ten. After a brief topic overview, each table nominated a "scribe" to take notes in the GroupSystems collaboration software.

First, the tables selected a topic representing an issue they found important. GroupSystems software immediately displayed the topics to other tables. Next, each table recorded their ideas, which were also broadcast to the other tables computer screen so that they may add or expand on various ideas being generated. GroupSystems reports enabled WellPoint to quickly review all of the collected feedback and share it with their customers on the spot and in an efficient manner.

The sessions provided all involved the opportunity to learn from their peers, share perspectives and contribute their insights. The new process proved that sessions were much more inclusive and dynamic than previous sessions.

"Our customers thought the sessions were great. They got an opportunity to give us real input and we gained some valuable insights."

Paula Thams, Event Coordinator
– WellPoint

Customer

WellPoint
www.wellpoint.com

Business Benefits of GroupSystems

- Provided the opportunity to learn from their peers, share perspectives, and contribute their insights.
- Sessions were much more inclusive and dynamic than previous sessions.
- Able to gain detailed and actionable ideas that will help in future planning and product offerings.