

• CASE STUDY •

Glia uses survey-based research to validate industry pain points

Research report
most viewed
piece of content
by customers

Research has
fueled a number
of secondary
content pieces

Redpoint delivered
every milestone
on time and
on target



“It was a really big hit among our existing contact base. The report has the most views I've seen us get on a piece of content sent to our insurance contacts.”

Ryan Baillargeon

Senior Marketing Manager, Insurance Industry Lead
at Glia

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The Challenge

Gila

Gila is a Unified Interaction Management platform that helps insurance companies, banks, and credit unions deliver best-in-class customer interactions. When Gila started thinking about doing a research-based report, they knew there was a lot of consumer-focused research within the insurance sector but that there was a significant gap in research that looked at the agent-carrier experience.

Gila also knew anecdotally from insurance agents that their experience with insurance carriers could be better. Yet, they lacked hard data to quantify the pain points and how big of an impact they were having on the agent experience. Gila also wanted to leverage the research to ensure its product innovations best addressed the challenges straining the agent-carrier relationship. They saw a survey-based research report as a way to validate both external pain points and internal product direction.

“We saw a unique opportunity to unlock some findings that were both interesting and relevant for carriers as well as for us to ensure that the innovations that we’re providing to our customers are really solving the biggest challenges that they’re facing.”

Ryan Baillargeon
Senior Marketing Manager, Insurance Industry Lead at Gila

The Solution

Redpoint shows its expertise from the first touchpoint

When Gila set out to select a vendor, it was clear Redpoint had the expertise to conduct the research and help Gila find property and casualty insurance agents to survey.

“It was important to partner with a vendor that was going to be able to make sure we had the audience we were after and results that were statistically significant,” says Ryan.



Redpoint also had strong survey design expertise. “Building the survey, you only get one shot at that. You don’t want to go back and say, ‘We wish we’d asked these questions,’” says Ryan.

“It was pretty clear from the first conversation that Redpoint was experienced in this space and understood from the get-go what we wanted to accomplish. Seeing some of the research reports and findings that Redpoint had done in the past also showed that the end product was really strong.”

“We had a lot of discussions internally on all the different questions we wanted to ask. Redpoint was very meticulous and thoughtful throughout the process,” notes Ryan. “They weren’t afraid to point out when it was getting too unwieldy and come up with creative ways to get the data without impacting the survey experience or the quality of the survey.”

“It's a real skill to design an effective survey questionnaire. You can have an idea of the types of things that you want to learn, but it takes somebody who's done this a lot to know the right way to ask that so that you're not leading the survey taker and that you're being mindful of length and quality. I very much valued Redpoint's expertise in that area.”

Redpoint’s services also included an in-depth data analysis as well as providing Glia with ownership of the data. “It was really important in our vendor selection that we got all of the data and that we owned it,” says Ryan.

On time, on target from start to finish

“Communication was fantastic,” notes Ryan. “Redpoint also had a really good checklist for all the milestones along the journey, and to Redpoint’s credit, they hit every milestone and didn’t miss a deadline.”

Redpoint also helped develop a research report for Glia based on the findings – and like everything else – the process was easy and on target.



“The first draft from Redpoint was really strong and was very much in line with how we were thinking about the results and how to present it to the market,” says Ryan. He also noted that having that strong initial draft allowed his team to be more meticulous about how they wanted to present certain things rather than having to focus their time and attention on the broader story.

The Results

Research report drives engagement and fuels secondary content

While Glia is still in the early stages of distributing its research report, so far, the results are strong.

“It was a really big hit among our existing contact base. The report has the most views I've seen us get on a piece of content sent to our insurance contacts,” says Ryan.

They've also been able to use the data beyond the research report to maximize the value.

“The secondary content we've been able to create around the results has been very impactful. We hosted a very successful webinar that was built around the survey, and it's also fueled multiple blogs and helped us provide some impactful numbers in our sales deck.”

As for what's next, Ryan says, “The beauty of this type of research and content is it has so much shelf life and legs, so I expect it to continue to drive some success for us as we begin to leverage it and promote it in some different ways than what we've done to date.”

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