

Case Study: Fortune 500 Insurance Company

Introduction

This case study of a Fortune 500 insurance company is based on a May 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“With Frost & Sullivan, you get to hear real-life scenarios on what is working, as well as what has been tried unsuccessfully, at other similar organizations. All the attending companies are quite open regarding their approach to making Customer Service the #1 priority.”

Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
 - Content that does not stay on point and speakers that are not qualified to present on the topic
 - Content that is a one-way push from the podium with little interaction or Q&A
 - Presentations that produce too few action items and takeaways because they are too theoretical
 - Limited networking, dull activities and difficult relationships to develop due to the transient audience
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - Lack of community amongst event participants
 - Poor communication & customer service by organizers
 - An audience that is too junior

Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as the best they’ve seen.
- Has attended the Frost & Sullivan Executive MindXchange 3 times.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Access to best practices
 - Increased networking & relationship building
 - A forum which allows me to get real solutions to my business challenges
 - More value overall
- Generated 10-20 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 5 out of 5.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would very strongly recommend the Frost & Sullivan Executive MindXchange to their peers.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Fortune 500

Industry:
Insurance

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

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