



Real-time competitor monitoring

Insurance

Business challenge

An insurance major wanted to track the latest updates on the US insurance market, C-level executives of competitors, and conduct a peer analysis of the top-five insurers based on this information.

Solution

Netscribes proposed its Onsense platform for meeting the requirement. Onsense includes an Information Dashboard, which can be customized to provide harmonized market and competitive tracking based on specific parameters.

The dashboard provided real-time competitor updates by tracking their activity across news and social media.

Additionally, we tracked specific competitors and their executives across tailor-made indicators. The dashboard provided complete customization with insights generated by highly-trained analysts focused on the insurance industry.

Benefit

Onsense provided multi-faceted benefits such as:

1. Reduced investment towards market intelligence reports, as a result of real-time updates and the option to access archived information with easy-to-use filters
2. Ability to blend custom research along with real-time market and competitive information

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