

Compellon 20|20 CX Use Case



ReShape Medical: Customer Insights and Marketing

Challenges

- Introduced a first-of-its-kind product for obesity in a private-pay market
- No pricing data existed in this market-making opportunity
- Broad target market made it difficult to identify early adopters
- Customer population was national, but company wanted a focused product rollout to most promising markets
- Executives required a data-driven perspective on market opportunity and product positioning

Solution - Compellon20|20 Survey

- Executed an online survey covering all 50 states across potential customers, identifying those most likely to adopt early
- Leveraged Compellon prescriptive analytics to identify ideal positioning for product launch
- Delivered analytically-driven results to support key launch decisions

Results

- Identified 33% higher price point than company anticipated, and showed that a lower product price would have resulted in failed launch
- Distinguished key characteristics of early-adopting population so marketing team could develop highly-targeted launch strategies
- Discovered key demographics and geographies of highest adopting populations, enabling sophisticated market modeling that identified 2 key markets for product launch



About Compellon 20|20 Survey

Compellon20|20 Survey is the most powerful prescriptive analytics solution built specifically for customer insights professionals. Fast and easy to use, it goes beyond traditional methods such as crosstabs, correlations, and dashboards to provide prescriptive recommendations for improvement, empowering organizations to operationalize data-driven customer analytics.

More Questions?

[Click here to
schedule a demo](#)

or email us at info@compellon.com