

> Highmark Blue Cross Blue Shield

Large health insurance company identifies new customers for market expansion and plans for service improvements

Challenge

Improve customer service under increasing competitive pressure.

Solution

Turned data on millions of customers into valuable, decision-making information.

Results

- Found markets for expansion
- Identified opportunities for service improvements
- Automated data analyses to increase productivity

As the eighth-largest health insurance company in the United States, Highmark Blue Cross Blue Shield has a membership in the millions. By managing this vast amount of customer information, Highmark has turned customer data into an invaluable marketing asset.

Found markets for expansion

“PASW Statistics enables us to perform thorough analysis of our membership and gives us the demographic profiles that we need. We can find markets for expansion so we may better serve our customers,” said Eric Untch, marketing research specialist with Highmark Blue Cross Blue Shield.

Identified opportunities for service improvements

Working with large amounts of data, Untch said PASW Statistics’ sort and aggregate data management functions made it possible for Highmark to identify different characteristics of customers and use this data to plan member service improvements. Analysts also used techniques such as frequencies and crosstabs to help clean datasets and to compare product penetration rates by region.

Automated data analyses to increase productivity

While these techniques may sound complicated to run, they’re not. According to Untch: “I appreciate the automation features because they enable me to just point and click—I can easily re-run analyses. There’s no burden of remembering the language. I can spend my time with my data and be more productive.”

At a glance

Country: United States
Industry: Health insurance
Date founded: 1930s
Company type:
Nonprofit corporation

Application

Customer segmentation
Data analysis

Solutions used

PASW® Statistics*

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* PASW Statistics, formerly called SPSS Statistics, is part of SPSS Inc.’s Predictive Analytics Software portfolio.

