

Benchmarking

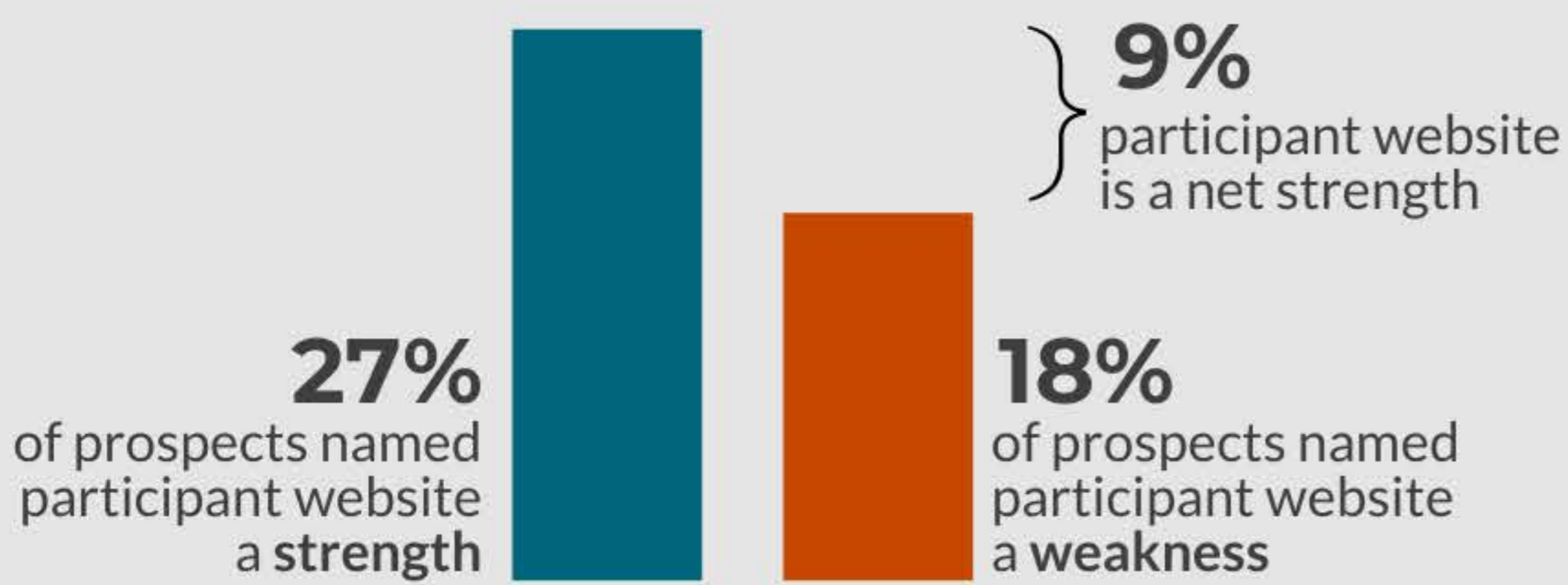
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Importance in Understanding the Competitive Landscape

A retirement services company hired Anova to gather insights on why they were winning and losing business. Through interviews with their perspective clients, information on the company's offering, particularly its participant website, was gathered.

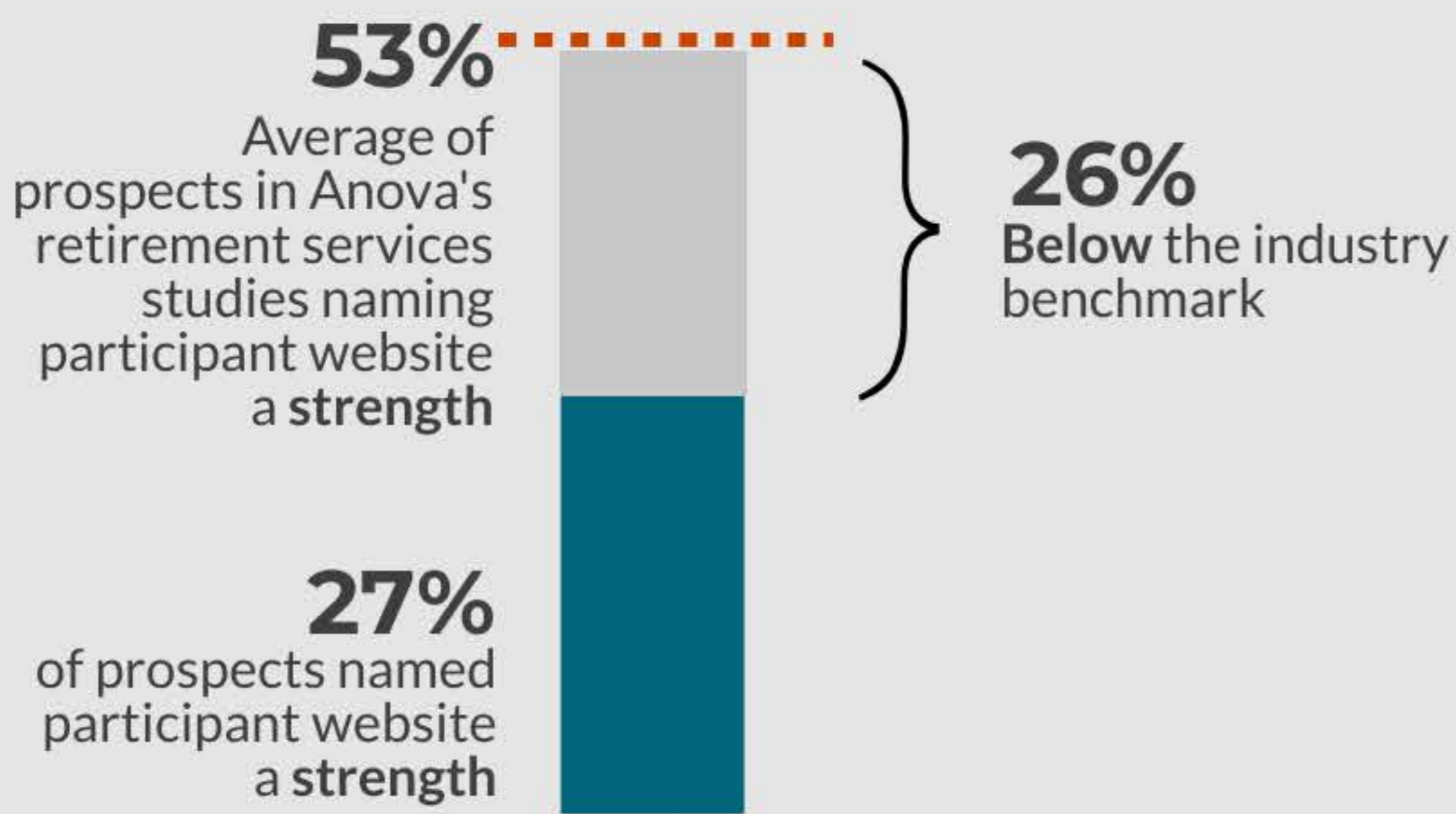
Internal Focus

Without benchmark comparison



External Focus

With benchmark comparison



Understanding the Competitive Landscape

Anova's Benchmark



Even though the company's participant website was a net strength, the senior leadership team made the decision to work on the participant website, in order to close this gap and become more competitive in the industry.



Utilizing a benchmark to widen the lense of analysis enables companies to better understand how they compare to the marketplace and become more competitive.