

Business development: Developing a product naming strategy and product launch plan in the telecommunications industry.

Executive Summary

Navocate Consulting developed a naming recommendation and product launch plan for a consultation order dispatching and management software system developed by Answer Excellence Corp. The plan provided Answer Excellence with a naming recommendation that positioned the product clearly in the market, and also recommended a geographic expansion model, roll-out schedule, and pricing guidelines to launch the product throughout additional Florida markets.

Background

Answer Excellence—an answering service company focusing on health care practitioners—developed a mission-critical relay service for a large regional hospital system that expedited the process of issuing physician consultations. The product—proprietary software combined with Answer Excellence back-end services—allowed the hospital to avoid missed and delayed patient consultations, thereby reducing length of patient stay and decreasing the hospital's operating costs.

Answer Excellence approached us with three concerns:

1. Using the working name of DoctorConsultRx, the product needed an official name that positioned it clearly to their users.
2. Answer Excellence also wanted a recommendation on how to launch the product into new geographical markets, beyond the primary test hospital, in a way that didn't overextend their resources.
3. Finally, the company was concerned that their corporate identity might not be compatible with new services necessary to expand beyond its traditional answering service business.

Business Strategy

- Develop a product naming recommendation that positioned the product clearly in the marketplace, but also considered communication values (symbolic to explicit), language factors (real words, morphemes, and invented words), and legal issues (ability to trademark).
- Develop a product launch plan that enabled Answer Excellence to stage a controlled launch and roll-out.
- Develop a recommendation to reposition the company that was compatible with its legacy name.

Recommendations

Navocate Consulting recommended:

- 1) Naming the new product *ConsultManager* to define what the service is and does for its primary users.
- 2) A regional roll-out plan based on hospital system size, the number of beds in each system, and proximity to the company's headquarters.
- 3) Renaming the company 'Answer Excellence Communication Services.' This expanded name allowed the company to retain its legacy brand name recognition, while repositioning the company at a higher level—one that was more compatible with broader communication services that would account for most new growth.

Results

Answer Excellence:

- Adopted the *ConsultManager* product name.
- Used the product launch recommendation as a road map to expand the product beyond the initial test hospitals.
- Decided not to reposition the company as Answer Excellence Communication Services.
- Refer to: www.answerexcellence.com