THE CHALLENGE
Idaho Opal & Gem Corporation (IOGC) was founded in 1973 by two college friends mining opal from the Lost Deer Hunt claim near Spencer, Idaho. The business has grown to become an international gemstone supplier. Their brand, Parlé, is proudly carried in over 2500 retail stores.

IOGC is committed to the customer experience and building high trust partnerships with their network of jewelry stores throughout the United States. In 2010 IOGC partnered with Bengal Solutions to research and recommend innovative ideas to better serve and connect them to their dealer network.

THE SOLUTION
Frank Farnsworth, Owner and Founder, commented,

“The ISU business students are quick and bright.... We partnered with Bengal Solutions because they could give us innovative ideas we could implement ourselves....The students provide businesses with a fresh perspective on how to reach younger generations.”

The Bengal Solutions team conducted market research which included interviews with jewelers, a competitive analysis, and a buying preference survey. The final deliverable included a detailed report outlining actionable recommendations to increase brand awareness and better align marketing strategies to interact with dealers and end customers.

THE IMPACT
IOGC now has additional insight into who their main customers are, why and how customers purchase, and how to increase “top of mind” brand awareness. Bengal Solutions proposed research-backed recommendations such as how to use technology to better reach, market to, and interact with their dealer network.

http://isu.edu/cob/casestudies.shtml