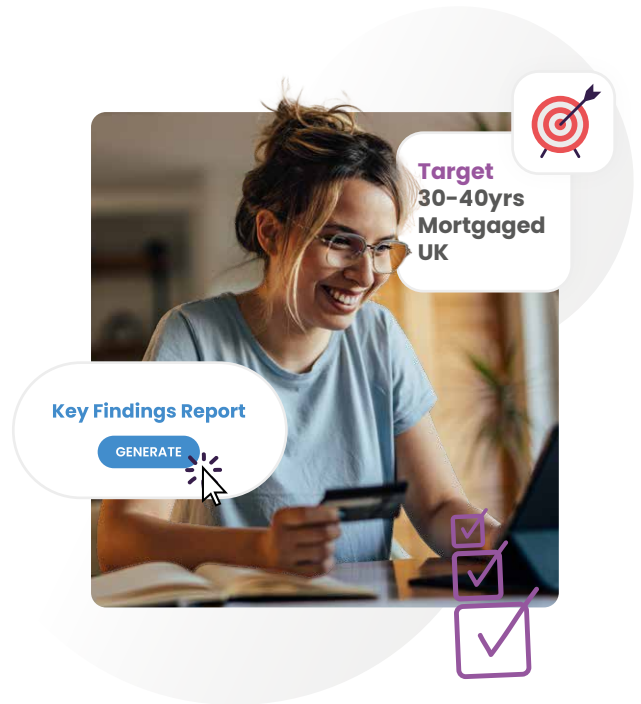


Empowering a Fortune Global 500 Financial Services Company to Go Beyond Surface-Level Insights

A Fortune Global 500 financial services company faced challenges connecting customer insights with strategic goals. Their research team, responsible for understanding key considerations for purchasing insurance products, felt like order-takers

**83%**

Faster Qual Data

60x

Faster AI Analysis

2x

Strategic Input

Voxpopme's platform helped shift their role, enabling deeper analysis into why customers made financial decisions, especially during times of rising mortgage rates.

The Challenge

Surface-Level Data

The team was stuck providing basic data on insurance and annuity products without the resources to explore customer motivations.

Limited Strategic Impact

They couldn't answer key questions about what drives customer decisions on financial products.

The Solution

Voxpopme provided the tools to gather and analyze richer qualitative data:

Enhanced Qualitative Insights

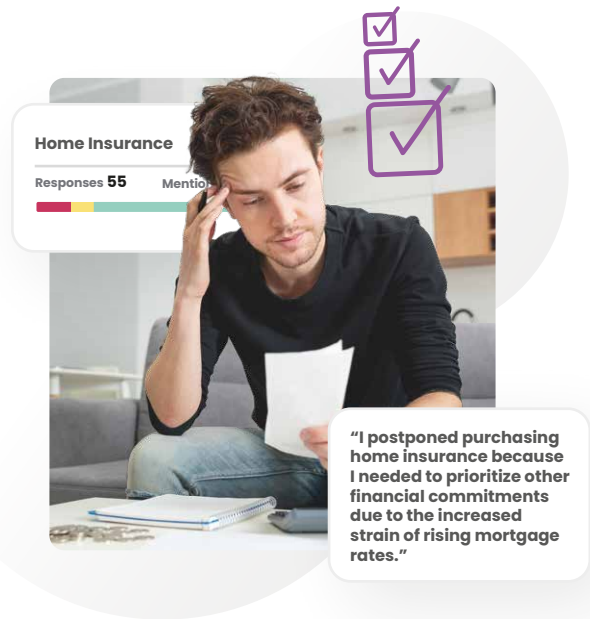
Allowed the team to understand why customers postponed purchasing home insurance during rising mortgage rates.

AI-Powered Analysis

Automated the processing of qualitative feedback, saving time and improving depth.

Streamlined Workflows

Centralized data helped the team quickly access insights on insurance and annuities.



The Results



Deeper Insights

The team could now address the emotional drivers behind customer decisions on insurance and financial security.



Increased Strategic Value

Their insights helped drive product and pricing decisions.



83%

Time Savings

Automated tasks freed the team to focus on strategic analysis.

The Impact

The company improved decision-making, enhanced product offerings, and empowered the research team to provide more valuable, cost-effective insights.

