

CUSTOMER SUCCESS STORY

British Red Cross Fast-Tracks Innovation and Deepens Supporter Insight with Voxpopme.

The British Red Cross is maximizing the value of real-time video insights to drive faster innovation, sharper supporter understanding, and more confident decision-making across teams. With Voxpopme, they gather authentic, video-based feedback in hours, not weeks, empowering teams to adapt campaigns in real-time and bring new fundraising products to life faster.

Used across innovation, supporter engagement, and insights teams, Voxpopme enables faster validation, richer human connection, and more inclusive research, making insight generation both scalable and emotionally resonant. The platform's AI capabilities and ease of use are empowering even non-researchers to uncover insights and drive progress independently.

97%**Faster feedback delivery****3-4x****More research touchpoints****80%****Iteration rate in product prototyping****THE CHALLENGE**

Engaging Diverse Supporters Faster

Understanding Evolving Audiences

With a broad supporter base ranging from legacy givers to marathon runners and crypto donors, the British Red Cross had to adapt rapidly to meet diverse needs. Emma Smith, Senior Voice of the Supporter Manager, leads the effort to listen deeply and align messaging, tone, and engagement strategies to what matters most to supporters. "We're here to raise more money for people in crisis," she explained. "For us, that starts with listening to those who give."

Jackaline Chow, Senior Product Development Officer, builds new fundraising models from the ground up, like introducing crypto as a donation channel. “Crypto is completely different from our traditional audiences,” she said. “We had to speak their language, but first, we needed to find and understand them. That’s why we launched a survey early on: to explore how this audience thinks and how we could connect in a way that felt authentic.”

Time Pressure and Humanitarian Urgency

Humanitarian work demands rapid response. For example, when an international ceasefire was announced, Emma’s team needed near-instant feedback.

“What could have taken a month or more took just eight hours,” she said. “We finalized the questions, launched the study, and shared the insights across our team the same day. It helped everyone understand exactly how people were reacting in the moment.”

EMMA SMITH, SENIOR VOICE OF THE SUPPORTER MANAGER, BRITISH RED CROSS

That real-time input informed internal comms and public messaging, boosting both relevance and results.

THE TURNING POINT

Enter: Agile Qualitative Research

Video that Builds Connection and Candor

Seeing and hearing supporters share their thoughts on video adds emotional depth that text surveys simply can’t match. “It’s powerful to see inside someone’s home, hear their voice, and feel their tone,” Emma said. “It completely changes the meaning of the insight.”

Jackaline found that asynchronous video also encourages honesty. “They don’t see us, so they’re not scared to be blunt,” she said. “We got really direct, constructive feedback, which is exactly what we needed to improve.”

Embedded Research Across the Lifecycle

Voxpopme has become essential throughout the innovation lifecycle. Jackaline uses it in multiple phases: ideation, validation, and refinement. “For the Accepting Crypto Donations project, we ran three separate Voxpopme studies,” she explained. “Each one helped us tweak the concept, change the name, and get closer to what resonated.”

Insights weren’t just used once; they informed iterative development. “Without Voxpopme, we’d be building based on assumptions,” she added. “Now, we’re improving in real-time.”

AI That Multiplies Efficiency

Both Emma and Jackaline rely on Voxpopme’s AI features to accelerate insight discovery. Emma uses the conversational AI within projects to ask follow-up questions, surface quotes, and build decks with speed.

Jackaline praised its multi-threaded logic. “People don’t always answer directly,” she said. “But AI pieces it together across clips. I can ask why, get sources, and validate patterns. It saves hours and lets me focus on strategy.”

“I’ve been using the chat tool within projects to dig deeper into the insights. I’ll read the summary, and sometimes I’ll have follow-up questions or spot something in a video that makes me curious. I can simply ask it to pull a few relevant quotes, quickly absorb them, and incorporate them into a presentation without having to sift through everything with a fine-tooth comb. It’s been incredibly helpful.”

EMMA SMITH, SENIOR VOICE OF THE SUPPORTER MANAGER, BRITISH RED CROSS

RESULTS

Faster Campaigns, Stronger Buy-In, Smarter Decisions

Humanity HODLRS: A Case in Point

Launching a crypto fundraiser required more than assumptions. Voxpopme helped test concepts and validate them with real crypto users, leading to a new name (Humanity HODLRS), new language, and proof that the campaign resonated.

One surprising insight: some participants loved the idea but didn’t want to interact. As part of the Humanity HODLRS campaign, supporters were invited to

upload memes—a playful, crypto-native way to express support and connect with the campaign's message. “They said, ‘I’ll donate but I won’t upload a meme,’” Jackaline laughed. “And that’s fine. Voxpopme helped us understand how different users want to engage.” This feedback helped the team refine the campaign to accommodate varying levels of participation.

The idea was later piloted at a live event, where the reactions matched those seen in Voxpopme, proving that the research had predictive value in real-life settings.

INTERNAL IMPACT

Driving Internal Confidence and Culture Shift

The impact of Voxpopme is also internal. It’s helping teams within the organization see the value of video insights. And take action. “We create showreels to complement traditional research,” said Emma. “They bring charts to life and create an emotional connection that drives action.”

More colleagues are adopting Voxpopme, too. “People see what we’re doing and ask if they can try it,” Emma said. “Even those who aren’t researchers feel empowered to start their own projects. It’s helping democratize insight across the directorate.”

“Emma and Jackaline bring so much energy and curiosity to their work. It’s been a real privilege to support them as they use Voxpopme in bold and creative ways—whether it’s shaping new ideas, gathering fast feedback from new audiences, or helping others across their teams feel confident using insights. You can tell they care deeply about what they do, and it shows in how thoughtfully they approach every project.”

SAM WILLIAMS, SENIOR CUSTOMER SUCCESS MANAGER, VOXPOPME

About the Customer

The British Red Cross is part of the world’s largest humanitarian network, supporting people in crisis across the UK and beyond since 1870. Guided by principles of humanity, neutrality, and impartiality, its 10,500 volunteers and 3,500 staff work to ensure help reaches those most in need, regardless of background, beliefs, or circumstance.

INDUSTRY
Nonprofit /
Humanitarian

FOUNDED
1870

STAFF
3,500+

HEADQUARTERS
London, UK