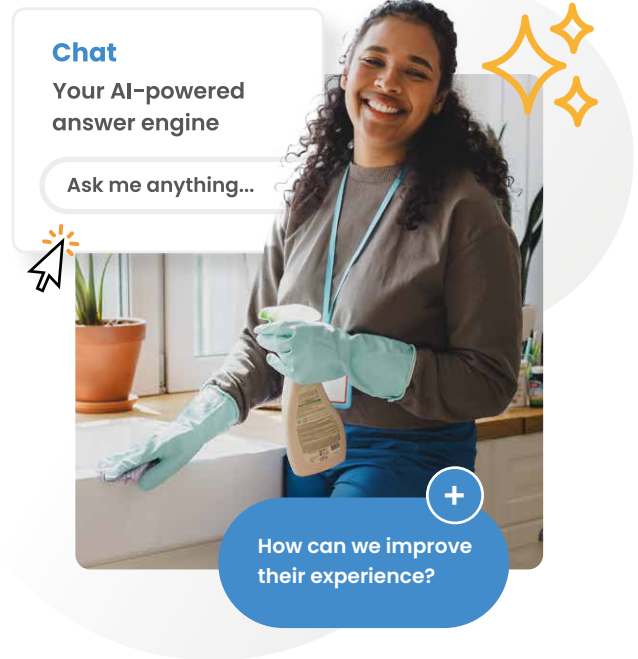


Building Better CPG Products with AI-Powered Qualitative Research.

A top Fortune 100 CPG company launched a new product and needed immediate consumer feedback to refine their marketing strategy.



30%
Reduced Costs

87%
Reduced Time

144%
Increased Insights

With 447 video survey responses and 11 hours of in-depth interviews, the company faced the daunting task of extracting actionable insights quickly.

Voxpopme's AI-powered platform transformed their approach, delivering insights 60x faster and reducing costs significantly.

The Challenge

Data Overload

The insights team was overwhelmed with 447 videos and 11 hours of interviews, making it impossible to analyze everything manually.

Time Crunch

With a new product on the market, there was an urgent need to understand consumer perceptions and adjust marketing strategies swiftly.

Manual Bottlenecks

Traditional methods of transcription and analysis were slow and error-prone, delaying critical insights.

The Solution

Discovering Voxpopme's capabilities, the company integrated their qualitative data into the platform. Within a week, they imported hundreds of video responses and leveraged AI to:

Rapidly Process Data

The AI swiftly highlighted key themes, sentiments, and insights, turning hours of footage into concise, actionable information.

Immediate Feedback

This allowed for a quick feedback loop, enabling the company to make informed decisions about product rollout and marketing adjustments in real-time.

In-Depth Understanding

Using Voxpopme's Live Interviews, they conducted deeper qualitative research with key respondents to explore issues highlighted in the initial analysis.

The Results

87%

Faster Analysis

Reduced the analysis time from over 37 hours to under 5 hours.



Insightful Adjustments

The rapid feedback loop led to quick, informed decisions, enhancing the product's market reception and overall success.

30%

Significant Cost Reduction

Cut project costs to less than 30% of what traditional methods would have required.

144%

Increase in Insightful Outputs

Deeper, more valuable insights from in-depth interviews compared to the previous year's similar project.

The Impact

Speedy Insights

Voxpopme's AI tools delivered on their promise, accelerating the analysis process and providing accurate insights quickly.

Enhanced Collaboration

Automatically generated video summaries made it easier to share and digest key findings across the organization, improving collaboration and speeding up decision-making.

Boosted Productivity

The ability to query past research data instantly allowed the team to respond to questions and provide evidence-backed insights without rerunning research projects. This newfound agility facilitated more effective marketing strategies and better product development.

Empathy and Understanding

Video feedback gave a direct voice to the customer, fostering greater empathy and understanding across the organization, ultimately leading to better-informed decisions and successful product outcomes.

