

VOXPOPME CASE STUDY

How a leading financial services provider earned executive trust in 48 hours (during the holidays) with Voxpopme.

OVERVIEW

With a high-stakes presentation looming just after Christmas, a financial services research team was asked to gather and deliver consumer insights in under 48 hours. The goal? Help their business development team finally break through with a key retail partner after years of stalled conversations. The pressure was intense, timelines were brutal, and failure wasn't an option.

So they turned to Voxpopme.

“How do I show the value of research when I barely have time to do it?” THE RESEARCH LEAD

THE CHALLENGE

The ask came at the worst possible time.

Right before Christmas, the research lead had to deliver fast-turn qualitative insights from real grocery shoppers, during peak holiday shopping, that could hold up in front of both internal execs and an external retail partner.

“When you're under pressure, the biggest fear is looking like your insights don't matter. Or worse, that they're too slow to be useful.” THE RESEARCH LEAD

They didn't just need data. They needed proof, and they needed it fast.

THE SOLUTION

Voxpopme delivered: speed, clarity, and credibility at scale.



Survey live in hours: launched on December 23.



Overnight response window: real shopper videos returned by the next day.



AI-powered analysis: 130 videos processed, themes extracted, and insights surfaced within hours.



Stakeholder-ready output: a polished, human-centric showreel helped bring the voice of the shopper directly into the boardroom.

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“With the AI, I cherry-picked the best stories and built a showreel that made our execs feel the shopper’s POV. It was a game-changer.” THE RESEARCH LEAD

CUSTOMER CHALLENGE

“I need to make research visible and valuable — fast.”

The project didn’t just check a box. It moved the needle. The business team used the Voxpopme showreel in a pivotal meeting, creating a persuasive case for a renewed retail partnership.

The real-time video insights helped transform the perception of the research function — from order-taker to strategic partner.

“It wasn’t just about hitting a deadline. This made research visible in a way our execs hadn’t seen before. That showreel was our foot in the door.” THE RESEARCH LEAD

RESULTS

Results that speak for themselves.

60x

Faster analysis than traditional qualitative.

97%

Time savings on analysis and storytelling.

130

Shopper voices distilled into one strategic story.

WHY IT MATTERED

From reactive to indispensable – under fire.

This wasn't just another research project. It was a test of agility, relevance, and influence under fire.

Voxpopme helped this team go from reactive to indispensable, proving that even during the busiest week of the year, research can deliver speed, depth, and impact.

“Being able to pull this off during Christmas was huge. We didn't just deliver insights – we delivered influence.” THE RESEARCH LEAD
