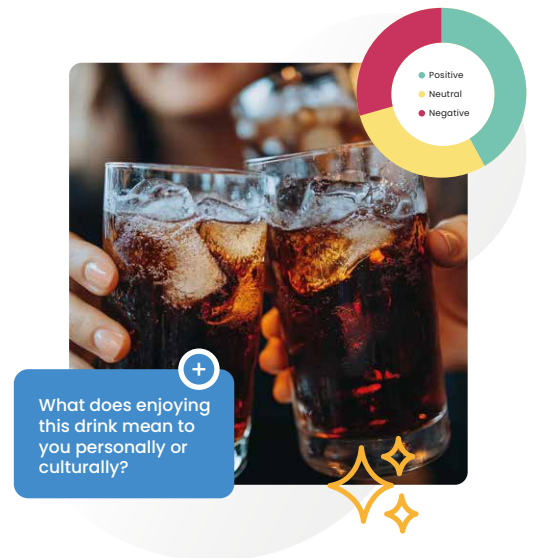


How One Global Brand Streamlined Insights and Cut Research Costs with Voxpopme.



A global food and beverage company needed a better way to run qualitative research. Teams were working in silos, managing vendors, and burning time and money to get answers. They wanted faster delivery, lower costs, and research that actually helped teams learn from each other.

Voxpopme gave them the foundation to scale. What started as a regional success became the model for global adoption, with one platform, faster workflows, and a shared system for insights.

70%

Reduction in Research
Turnaround Time

60x

Faster Qual
Research Analysis

\$4,500

Or 75% Savings
Per Project

Challenge: Disconnected Research Across Global Teams

Key challenges included:

Fragmented research processes – Teams operated inconsistently using traditional, slow, and costly methods.

Internal governance barriers – Stringent AI compliance protocols hindered global adoption of new platforms.

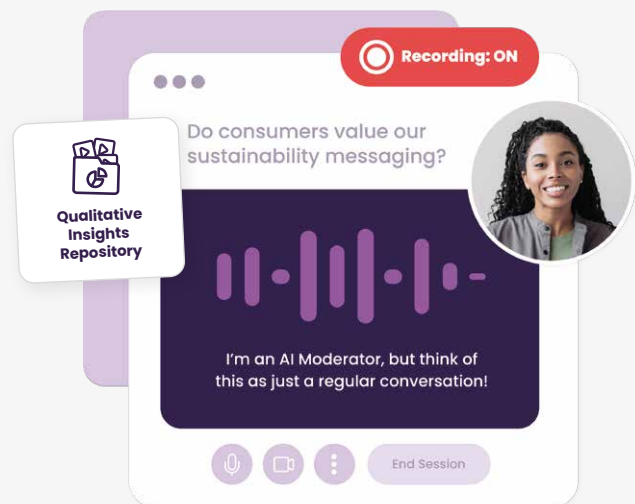
AI audit disruption – A surprise audit paused Voxpopme's rollout, requiring strategic alignment and navigation.

The company had a long-standing partnership with Voxpopme through several regional teams, but efforts were fragmented. Most teams still operated using traditional, agency-based research processes – slow, costly, and inconsistent across regions. Even those using other platforms found them rigid and expensive.

A push toward digital transformation and efficiency led the company to reevaluate its tools. However, internal governance, especially stringent AI compliance protocols, posed barriers to adopting new platforms globally. Complicating matters further, an internal AI audit temporarily halted Voxpopme's rollout, requiring strategic navigation and stakeholder alignment.

Solution: Consolidation Powered by Vision and Innovation

What began as a compliance challenge became an opportunity. Voxpopme's team quickly engaged with global decision-makers, showcasing the platform's latest innovations, including AI moderation, unlimited importing, and repository capabilities.



Key features that won over stakeholders included:



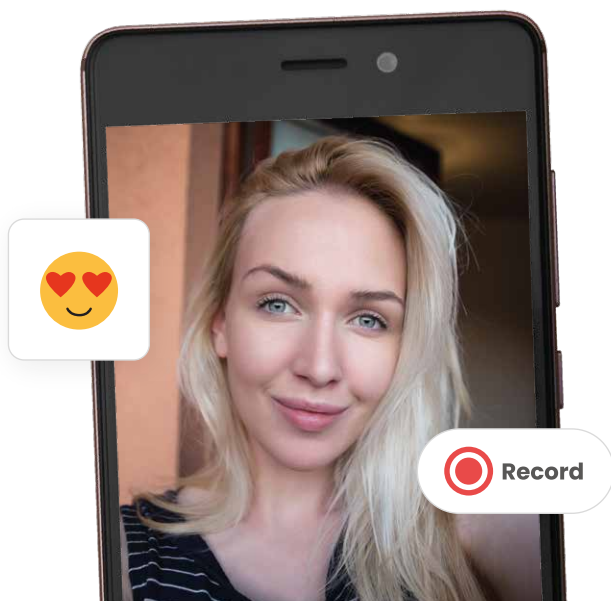
Unlimited US survey respondents and importing: Empowered teams to work independently and build a central repository.



AI-driven tools: Delivered rapid analysis and future-forward innovation.



Single-source solution: Unified global teams under one platform for consistency and collaboration.



Having demonstrated success in North America, the company modeled this regional transformation to inspire global adoption. Teams were impressed by how quickly the North American beverage division transitioned from a service-heavy model to a DIY, self-sufficient approach, characterized by faster delivery, lower costs, and increased organizational learning.

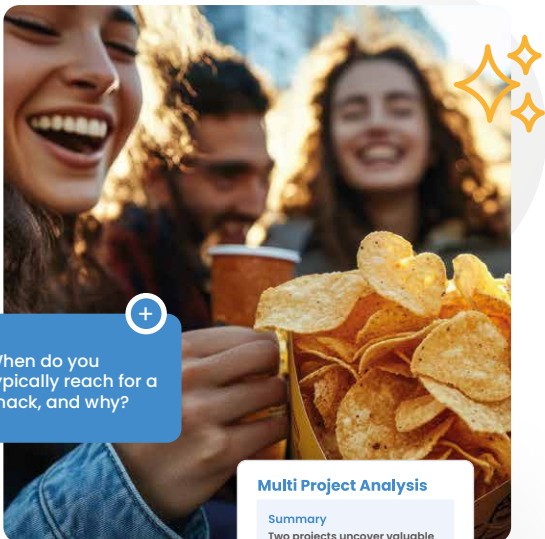
Results: Scalable Efficiency and Cost Savings Across the Globe

With Voxpopme, the company achieved massive improvements in speed, cost efficiency, and team enablement:

Significant cost reduction: Projects that used to run \$6,000+ now cost a fraction. One estimate put savings at \$1,500-\$4,500 per study.

Faster execution: Teams accelerated project timelines while maintaining quality, boosting agility across markets.

Self-service culture: Global teams transitioned from complex agency-led research to efficient, in-house execution.



Most notably, the transition from legacy platforms required difficult decisions. Voxpopme and a competing supplier had overlapping capabilities, and only one could be approved under strict internal AI policies. Thanks to proven success and compelling innovation, Voxpopme earned the organization’s commitment.

While change management progressed smoothly, the company continued to rely on Voxpopme’s platform as its “North Star,” prioritizing speed, affordability, and operational optimization across research teams.

Ready to Cut Costs and Move Faster?

Join global brands using Voxpopme to transform research into a scalable, efficient, and cost-saving powerhouse. **Talk to Us and streamline your research today.**