

VOXPOPME CASE STUDY

Scaling qual with confidence in a cost-conscious enterprise.

How one insights team turned budget scrutiny into proof of value with Voxpopme.

THE CHALLENGE

Prove the value or lose the tool.

In today's economic climate, insights leaders are being asked tough questions: Do we really need this platform? What's the ROI? For one global consumer brand known for its household staples, these questions became a mandate.

With budgets tightening and procurement pressure rising, the insights team was told bluntly: Voxpopme is your most expensive research tool. Justify the spend or risk losing it.

The team knew they had to defend their ability to move fast, tell human stories, and scale research without burning out. As one senior insights manager put it:

"This was about protecting our ability to learn quickly and make consumer voices heard when it matters most." SENIOR INSIGHTS MANAGER

What was at stake.



A growing demand for qual insights across marketing, innovation, and shopper teams.



60+ researchers relying on fast, emotionally rich feedback.



A need to streamline execution without sacrificing quality.

The turning point: from scrutiny to showcase.

Rather than retreat, the team leaned in. They rallied around a shared belief that agile video research could be more than efficient; it could also be transformational.

Voxpopme's AI-powered platform became the centerpiece of their strategy to:



Cut research turnaround time.



Equip non-researchers to launch projects with confidence.



Use AI to accelerate analysis without losing the human touch.

Over the next year, they expanded access, trained cross-functional teams, and amplified results across the business.

RESULTS

Results that mattered — to the team and the bottom line.

3X

Return on investment

300%

Growth in AI-powered research usage

25%

Increase in total research volume

\$513

Avg. cost per project, well below traditional qual spend

With Voxpopme's AI tools like Chat and Summarize, they slashed analysis time by 20%, saving hundreds of hours. Tasks that were manual (like transcription, sentiment tagging, and theme surfacing) were now fast, automated, and shareable.

"We're finally able to move at the speed our business needs. And with over 120 showreels built, stakeholders are hearing insights as well as seeing them." PLATFORM LEAD

More voices, less waiting.

By enabling wider access, the team doubled its user base from 31 to 62 people across functions, making it easier for marketers, innovation leads, and shopper teams to run research independently, without bottlenecks. This shift didn't just improve efficiency. It created a culture where more people could listen to consumers directly, without needing to be a trained researcher.

From cost center to competitive advantage.

In the end, the results spoke for themselves:



Over 200 projects launched in one year.



More than 25,000 consumer videos collected.



450+ hours of real human feedback.



Nearly 200 hours spent in-platform, supercharged by AI.

And crucially, Voxpopme stayed. While other tools were cut, this one was renewed — and is now being considered for a multi-year agreement to lock in value and expand use.

“We showed that with the right tool and the right support, it’s not just the insights team that wins — it’s the whole business.” SENIOR INSIGHTS LEAD

What’s next: insights at enterprise scale.



Embedding AI reporting tools across functions.



Helping more teams — researchers and non-researchers alike — launch qual quickly.



Building a library of success stories that demonstrate value across the organization.

In a time when everyone is being asked to do more with less, this insights team proved that the true value is in the speed, scale, and emotional impact. And with Voxpopme, they’re delivering all three.