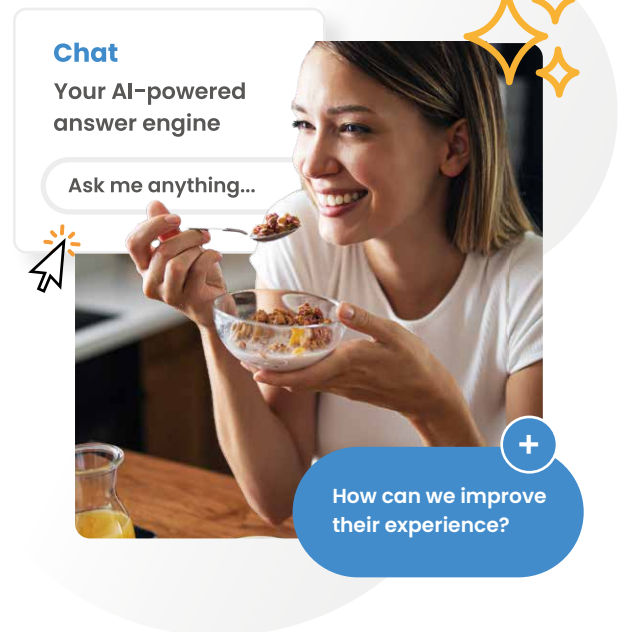


Driving Innovation with AI-Powered Research for One of America's Most Trusted Food Companies.

The consumer insights team at one of America's most trusted food companies needed to drive innovation in a rapidly changing market, especially as inflation and delivery services impacted food-buying behaviors.

**37%**

Reduced Costs

50%

Increased Productivity

60x

Faster AI Analysis

Voxpopme's AI-powered platform provided the guidance and tools to elevate their qualitative research, allowing the team to quickly address these shifts and gain strategic foresight.

The Challenge

AI Skill Gap

Despite their experience, the team needed a trusted advisor to navigate the complexities of AI in market research.

Evolving Consumer Trends

Understanding how inflation and delivery services were affecting consumer food preferences required deeper, faster insights.

Efficiency and Productivity

The team needed to improve workflows without increasing costs, while managing shifts toward plant-based foods and healthier eating habits.

The Solution

Voxpopme empowered the team with AI-driven tools to automate qualitative research processes:

AI-Powered Analysis

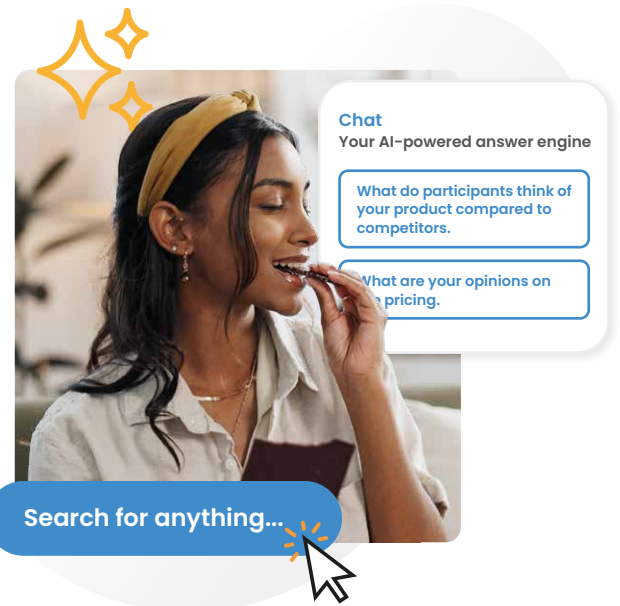
Automated the analysis of qualitative data such as video feedback on new product launches and delivery preferences.

Centralized Data

Enabled fast access to historical research, improving decision-making.

Hands-On Learning

Provided expert guidance on using AI to uncover key insights into shifting consumer tastes.



The Results

60x

Faster Insight Generation

Rapid analysis of consumer feedback on recipes and food-buying behavior.

50%

Increase in Productivity

Streamlined workflows allowed the team to manage more projects, including research into changing meal dynamics.

37%

Cost Reduction

More efficient research processes.



Deeper Consumer Insights

The company was able to better align products with budget-conscious and health-focused consumer preferences.

The Impact

The company adapted quickly to consumer trends, making informed decisions on product development and staying ahead in a competitive market. The research team, now proficient in AI, led innovation and provided critical foresight, driving the company's ability to respond to market changes like inflation and the rise of delivery services.

**Proficient
in AI**
**Critical
Foresight**
**Informed
Decisions**
