

Empowering a \$20 Billion Retail Giant to Master DIY Market Research with AI-Powered Efficiency.

A market research team at a \$20 billion retail giant faced pressure to adopt DIY tools to cut costs, but managing complex research projects independently proved daunting.

**58%**

Reduced Costs

2x

Increase in Output

50%

Faster Launch of Studies

Voxpopme's AI-powered platform transformed their approach, making DIY research more streamlined and efficient, particularly in projects such as analyzing consumer shopping trends and the impact of promotions.

The Challenge

DIY Pressure with Limited Time

The team was expected to take on more research responsibilities but was already overextended with seasonal sales and consumer trend analysis.

Complexity of Tools

The team found DIY tools difficult to manage without sacrificing quality or speed, especially when evaluating delivery service preferences.

Need for Quick Insights

They needed timely, actionable insights to inform product development and pricing strategies.

The Solution

Voxpopme provided AI-driven automation, centralized data management, and customizable workflows:

AI-Powered Tools

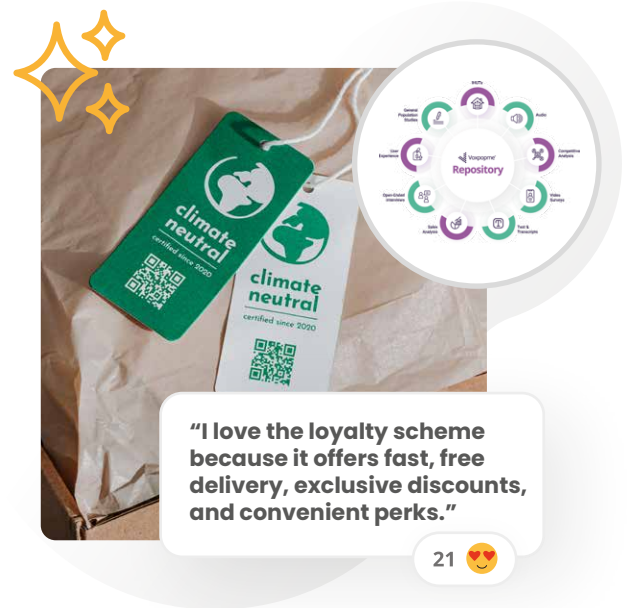
Automated key research processes like analyzing feedback on pricing strategies and loyalty programs.

Centralized Data

Enabled quick access to historical research and consumer insights on sustainable packaging and private-label products.

Custom Workflows

Tailored research processes to the team's specific needs, such as assessing the performance of promotions.



The Results

50%

Faster Study Execution

Reduced time to ideate and run studies by half.



Enhanced Insight Quality

Delivered actionable insights on consumer preferences for delivery options and product packaging.

58%

Cost Savings

Achieved significant cost reductions without compromising on quality.



Full Data Ownership

The team fully owned and accessed their data, ensuring strategic flexibility.



Increased Confidence

The team became proficient in managing DIY research with Voxpopme's tools.

The Impact

The company benefited from accelerated decision-making, empowered research teams, and cost-effective innovation, allowing them to stay agile in the competitive retail market while leveraging DIY market research effectively.

Accelerated Decisions
Cost-Effective Innovation
Agility


Sustainable Packaging

Responses 55
Mentions 74
