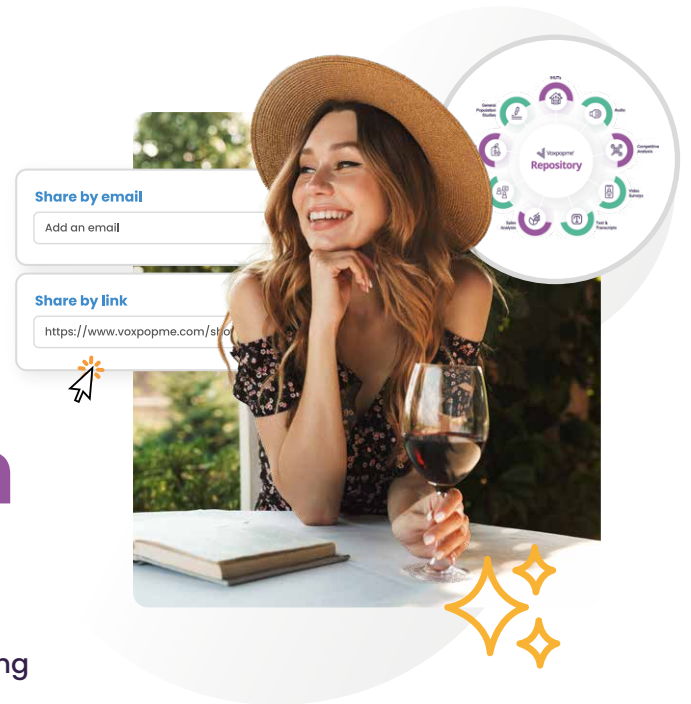


# How a Wine Producer Empowered Collaboration Across Research Teams

A leading wine producer faced challenges collaborating across cross-functional teams for research projects.

**62%**

Faster Project  
Completion

**360°**

Real-time  
Shared Insights

**14x**

Faster Retrieval  
of Past Insights

**Voxpopme's platform empowered the company to centralize insights, streamline communication, and drive faster innovation.**



## The Challenge

### Fragmented Research

Teams were working in silos, using different tools and systems.

### Delayed Communication

Insights were not shared efficiently across departments, slowing decision-making.

### Inconsistent Reporting

Each department generated different formats, making it difficult to create cohesive strategies.

## The Solution

### Access Management

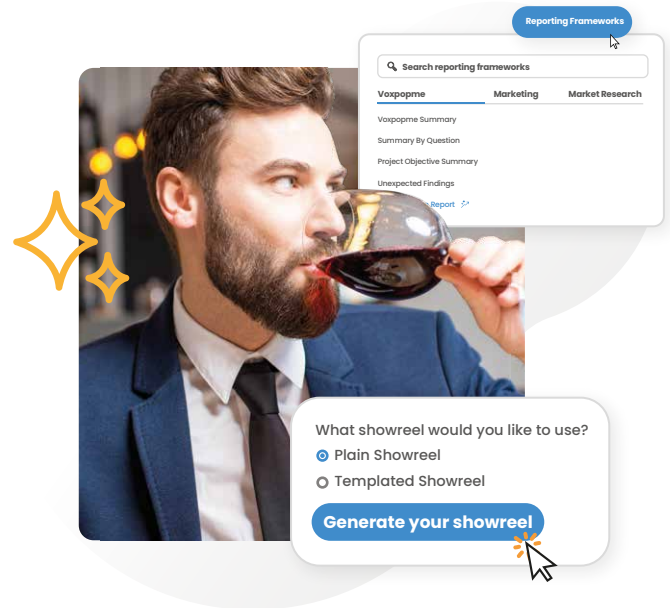
Allowed multiple teams to access the same real-time insights, tailored to their needs.

### Qualitative Insights Repository

Centralized all research materials in one easily accessible location.

### Showreels and AI Reports

Enabled teams to quickly share consumer insights and tailored reports, reducing the time required to analyze data.



## The Results



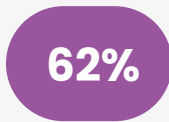
### Enhanced Collaboration

Cross-functional teams worked seamlessly with shared access to insights.



### Improved Decision-Making

With consistent insights, the company aligned product development and marketing strategies more effectively.



### Faster Research Projects

The company cut project timelines in more than half by using AI-driven insights and centralized data.

## The Impact

Voxpopme's platform fostered better collaboration, accelerating innovation, and improving the company's market position as a consumer-focused brand. Teams worked harmoniously, much like an orchestra guided by a single conductor.

