

Improved Market Research Budget Utilization by 144% for a QSR Giant.

A top-5 Quick Service Restaurant (QSR) company faced a daunting 12.5% budget cut, threatening their research capabilities.



30%
Reduced Costs

144%
Increase in Output

60x
Faster AI Analysis

With Voxpopme's platform, they turned this challenge into an opportunity, conducting research faster, cheaper, and without sacrificing quality. This transformation led to better insights and smarter decisions.

The Challenge

The QSR's insights team was under pressure. A significant budget cut meant they had to choose between hiring essential personnel and cutting down on critical research projects. Traditional methods were too costly, and the demand for insights was as high as ever.

The Solution

Discovering Voxpopme's comprehensive platform was a game-changer:

Video Surveys and AI Insights

The team quickly gathered and analyzed qualitative data, reducing the need for external agencies and saving 30% per study.

Centralized Data Repository

By building a rich database of video responses, they could easily cross-analyze projects, unlocking deeper insights.

Live Interviews

Conducting in-depth interviews became more efficient and cost-effective, saving up to 85% of their interview budget.

The Results

The results were transformative:

85%

Cost Reduction

The AI-driven analysis slashed costs.

60x

Efficiency Increase

Projects were handled faster, delivering high-quality insights swiftly.

28%

Project Cost Reduction

By leveraging existing data, new project costs were significantly reduced.

144%

Research Capacity Increase

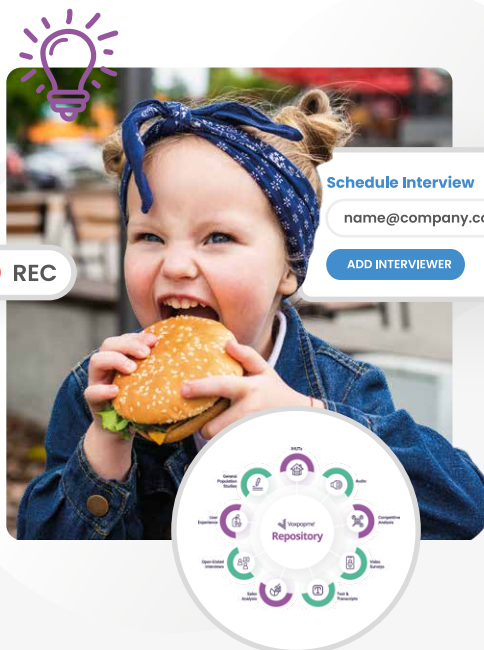
Despite budget cuts, the team expanded their research output, providing more comprehensive insights.

Faster Decision-Making

Quick delivery of insights enabled agile, data-driven decisions.

Improved Data Quality

Enhanced accuracy and depth of insights drove strategic decisions and innovation.



The Impact

Voxpopme's platform empowered the QSR insights team to navigate budget constraints with remarkable efficiency. They maintained high productivity, ensured continuous innovation, and responded adeptly to market demands, all while significantly reducing research costs. This case demonstrates how embracing AI-powered tools can turn budget challenges into strategic advantages.

