



Voxpopme®

How to harness the power of
video research to revolutionise
your business



Video market research is one of the most powerful ways for your customers to provide real human feedback that's deep in meaning, rich in content and emotionally engaging. In fact, it enables researchers to capture six times more content and 65% more themes than traditional survey methods so you can get to know the real story behind your research. As a result, you will be able to understand how your customers truly feel about your brand, products and services and have access to the insights you need to make informed decisions across every department of your organisation.

The lowdown on video

Video market research has previously been a very time consuming process. From the difficulties of physically filming respondents through to how long it takes to analyse and edit footage, many researchers have been put off video in the past. However, thanks to today's technology, video can now deliver unbeatable insights without the fuss. There's no longer any need to take weeks or months to get video insights in front of your stakeholders - you can now uncover complex thoughts and deliver deep insights faster than ever before. As a result, you can get closer to what your customers really think and make customer-centric decisions that will revolutionise your business, challenge the status quo and deliver in-depth insights across your entire organisation.



How does it work?

Today's technology has transformed the process of capturing, analysing and sharing content, making working with video faster and easier than ever before. Your videos can now be instantly human-transcribed, time-coded and checked for quality just minutes after a response is recorded, with the ability to search and filter your library of content to reveal key phrases. The automated organisation of content into key themes means you can easily find the best video snippets and identify important topics, whilst [sentiment analysis](#) means you can get to the bottom of what your respondents are really thinking about your products, services and adverts to quickly find the insights you need. And if that wasn't enough, the ability to pass searchable additional data or add custom tags to individual videos also allows you to collate similar responses.

The benefits of video research technology

- ▶ It's a quick and cost-effective alternative to traditional research, providing an agile solution that gets you closer to your customers - and fast
- ▶ It allows you to add weight to your results and investigate insights
- ▶ You can capture and share rich customer stories and deepen your customer understanding
- ▶ Discover real human responses and capture your consumer's feedback in their own words
- ▶ Make sense of your data with transcription, tagging, search and filter and automated categorisation
- ▶ Video brings quant or qual studies to life and enriches your research, helping to gain deep insights



How video research can transform your entire organisation

Video market research helps you to get to know the people behind your data, empowering you to drive customer centric decisions throughout every department of your business. There are a tons of use cases that show how agile video can add value to different departments - and the following examples are designed to illustrate some of the many impactful uses we've seen so far...

Research Department - Enriching quant and qual

Perhaps the most obvious application of end-to-end video research technology is unsurprisingly in the research department. Technology has re-imagined how video can be used in new and existing research studies, whether qualitative and quantitative - and as a result, research departments at the world's leading brands are:

- ▶ Discovering what customers think, feel and do in their natural environments with quick-turn responses from video-ready feedback communities
- ▶ Confirming findings with video studies running alongside or after quantitative surveys to bring segmentations or specific topics to life
- ▶ Capturing crucial moments with diary and task-based research studies across days and weeks within specialist apps
- ▶ Embedding video open-ends directly into traditional quant surveys from web intercepts to NPS studies and everything in-between
- ▶ Quickly capturing self-recorded human responses to concepts, products, places, experiences and more.
- ▶ Getting more out of existing focus groups and IDIs using advanced video analytics

In fact, many of the following examples can be initiated in the insight department to empower the entire organisation and put research at the top table of internal influencers.

Advertising Department - Testing ads with video

We recently helped a technology giant to gauge their customers' opinions about their campaign and ensure it resonated with viewers by testing initial reactions to measure likability, relatability, believability and interest so they could be completely confident in their campaign.

- ▶ Video market research enables you to see real human responses and understand genuine interactions in order to make informed decisions
- ▶ It allows you to capture genuine feedback on what works and what doesn't, bringing the consumer voice into your advertising department's decision making
- ▶ Enables you to optimise your campaigns by strategising your messaging to suit your target audience

Marketing Department - Improving brand positioning

We helped a global CPG company to refine their marketing and creative work to match the language used by their target audience in video market research to ensure their brand appealed to their customer.

- ▶ If you don't have a good handle on your brand, you won't know how your customers perceive you - or how you come across against the competition
- ▶ Video market research can help you gain instant, in-the-moment insights and true responses about what people think about your brand
- ▶ It allows you to access honest feedback on brand awareness, competitive comparisons and brand perception so you can develop and position your brand accordingly

Product Management - Developing winning products

From international car manufacturers to a world-renowned chewing gum company, we've helped hundreds of businesses understand why people feel the way they do about different products and designs.

- ▶ Video can help you shape all stages of the product life cycles, from concept to design and development to prototyping and product launch
- ▶ By getting honest responses along the way you can make any necessary adjustments
- ▶ Getting an authentic glimpse of who your customers are, what they want and identifying their likes and dislikes can ensure you have a deep understanding of their wants and needs
- ▶ Gathering competitive intelligence also allows you to differentiate yourself from competitors

Customer Experience - Heightening customer closeness

We recently assisted a leading retailer and helped them gain a deeper understanding of their customers by revealing the why behind shoppers' perceptions and opinions in order to drive change and offer exceptional customer experience across the board.

- ▶ Video enables you to find out exactly what your customers think and why they feel the way they do
- ▶ It allows you to truly hear your customers' voice and observe verbal and nonverbal cues, bringing the voice of the customer to life
- ▶ This can empower you to make important improvements and allows for increased customer experience impact across your organisation as well as driving key stakeholder and C-Suite engagement
- ▶ Find out more here: <https://videocx.com/>

Human Resources - Enhancing employee training

Nothing beats the honesty of a real customer when it comes to training employees. We recently helped a leading FMCG client use video to go beyond the employee handbook and improve customer service by sharing customer-recorded video feedback on smart boards throughout their organisation's entire HQ.

- ▶ Video can quickly put real customer stories in front of thousands of dedicated colleagues.
- ▶ Sharing relatable stories enables everyone in the organisation to really know their audience and understand the customer's point of view
- ▶ This, in turn, improves the employee experience, tuning them into the organisation's purpose and driving the desire to improve the products and services

The C-Suite - Removing the customer disconnect

Insight can, and should be one of the most powerful vehicles for influencing decisions in the C-Suite. Video feedback has the ability to influence the C-Suite in a way that data alone cannot - which is why many of our clients take video into the boardroom on a weekly basis.

- ▶ Modern executives are inundated with information and material to ingest - video brings insights to life in a fraction of the time
- ▶ Video makes research engaging and entertaining, - building impactful customer narratives for C-Suite presentations
- ▶ Video provides incomparable context and depth without bombarding colleagues with more statistics

Ultimately, video is the best vehicle for enticing customers to share actionable feedback that is deep in meaning, rich in context and emotionally engaging when shared in any department of your organisation. If you'd like to find out more about how video can revolutionise your business, [book your demo with Voxpopme](#) today.