

Voxpopme Partner Information Sheet

Elevator Pitch

Voxpopme's market-leading platform helps brands see the people behind the data, driving customer-centric decisions through agile, engaging video research. In just a few clicks, you can capture, analyze and share compelling customer stories.

Use Cases

Voxpopme's video platform enables researchers to capture, analyze and share video insight across an array of quant and qual studies. While the applications vary greatly, we have broken down our use cases into 7 core categories:

1. Video discovery - Get closer to what people think, feel and do

Video discovery is a quick and cost-effective alternative to traditional qualitative research, providing an agile video solution that gets you closer to real people. In a matter of clicks, you can see what customers think, feel and do in their natural environment.

2. Video confirmation - Get the human story behind your findings

Voxpopme videos can be collected alongside or after a survey to boost the impact of your results. Video confirmation adds weight to your research by supplementing your quant study with scalable video feedback from respondents with similar specifications.

3. Video trackers - Track the story, not just the data

Voxpopme videos will amplify the actionability of your CX, staff, brand or communication tracker data, enabling you to embed a video open-end into any existing tracker to capture real customer stories, not just the data.

A simple integration into your surveys enables you to add the power of video storytelling to your research without changing your current program. It can be as easy as replacing an existing text open-end with a video alternative, or an invitation to record video at the very end of the survey.

4. Video moments - Get to the heart of the moment

Moments is our dedicated qualitative solution, providing a seamless video experience for both respondents and moderators.

Simply devise your study and invite your respondents to take part in the Voxpopme Moments app, available on iOS and Android. Respondents just need your unique study code to unlock your most pertinent questions in-app.

5. Video feedback - See the real response

Voxpopme videos let you see the real human response to the concepts, adverts, products, places and experiences you share with them. Video feedback is designed to help you see and understand these genuine interactions without the constraints of traditional video.

Test new product concepts, TV ads or positioning statements and capture genuine feedback on what's working and what's not. Survey scores can help you pick a winner, but if you're looking to refine a concept or piece of creative, the feedback you capture from consumers, in their own words, will prove invaluable.

6. Video explore - Discover more in your existing content

Voxpopme's analytics help you make sense of your video data with transcription, tagging, search and filter and automated categorization. Our upload and import tools enable you to get more out of the video content you own, regardless of the original source.

Video explore is a self-serve solution thanks to our simple interface for uploading and importing both new and existing content. So, all you need is an audible video file, and the best of Voxpopme's analytics can be yours.

7. Video opens - Bring your surveys to life

Voxpopme videos can be added to your surveys as open-ended questions for a quick and simple way to bring a human voice to your data. Video opens are the hottest question type in the research world, offering the most versatile solution for anyone looking to enrich their research with video.

A simple block of code can be used to add video opens into any survey whether you're designing yours on Qualtrics, Sparq (Vision Critical), Survey Monkey or capturing feedback in your mobile apps and web pages. It takes minutes to turn those tired text boxes into video open-ends to gain rich, contextual insight.

Key Benefits/USPs

Voxpopme's insight technology gives consumers a unique way to share their voices with brands on their terms and quickly transforms video into useable feedback, allowing brands to actively listen to the people that matter most to their business.

We have focused on building a video solution that is fast, scalable and easy to use. We have developed an intuitive platform, offering world-class video analytics that turns data into insights in seconds.

Our platform's USPs are as follows:

- Voxpopme is a scalable video solution, enabling rich video feedback from hundreds of consumers in minutes not days
- Allows customers to share their stories with the brands that matter to them
- Provides Versatile capture solutions that can be used in both quant and qual projects
- Achieves a level of detailed information which isn't attainable through text-based alternatives
- Removes the painstaking analysis processes associated with traditional video research methods
- Delivers leading-edge innovation in video analytics including automated theme-coding, sentiment analytics and more to reveal crucial insights quicker.
- Intuitive editing tools enable sharing of video stories without the need for editing teams or specialist skills.
- Ultimately, provides an end-to-end video research solution for any researcher
- By utilizing our platform for capturing, analyzing and sharing rich, visual feedback, researchers can benefit from additional:
 - Depth - Revealing complex thoughts
 - Context - Adding clarity to the data
 - Emotion - Conveying moving messages
 - Authenticity - Uncovering real human stories
 - Impact - Delivering compelling insights
 - Action - Inspiring customer-centric decisions

Research Methodology

Our unique technology lets you capture customer videos at speed, analyse at scale and share with ease. Any Voxpopme project goes through those three core steps as follows:

1. Capture: Whatever your video insight requirements, Voxpopme has a capture solution. You can speak to our on-demand communities for same day video feedback, capture video in your surveys by embedding video open-ends, use our specialist apps for recording content face-to-face or running diary tasks, and even upload existing content such as IDIs or focus groups.
2. Analyze: Regardless of how you capture the content, the next step is analysis. Videos uploaded to Voxpopme are quickly human-transcribed, time-coded and checked for quality.

Once in the platform, videos can be searched by keyword or filtered by additional data. Advanced features then categorize your content with theme-coding, sentiment analytics, and interactive charts available to help you explore your feedback further.

3. Share: The final step enables you to select, customize and share your most powerful customer stories with showreel generator. Drag-and-drop snippet creation makes it simple to assemble the most insightful video moments from all of your feedback. Once you've built a list of the best content, you can edit, add text, logos, graphics, subtitles and more to produce your final showreel and share it via email, landing page or download it as an MP4.

Case Studies

We work directly with Waitrose, Asda, Tesco, Visa, ebay, BBC, Cisco, Microsoft, Google, Mcdonald's and the majority of the world's top research agencies including TNS, Kantar, Millward Brown and Nielsen.

We celebrate projects with these companies through written and video case studies. We have a playlist of video case studies available on YouTube here:

<https://www.youtube.com/playlist?list=PLEn09UmJUB6e5m94WUFABD3H6If132MBL>

Our written case studies typically live on landing pages. An example written cases study for Asda can be found below or accessed at: <https://site.voxpopme.com/success-stories/>

Asda - A real taste of the shopper's experience

Asda is one of Europe's leading retailers, serving up groceries to the British public since the 1960s. Part of the Walmart family, Asda's full range of services now encompasses everything from food produce to household goods, financial services and everything between.

Asda's mission to help shoppers 'Save Money and Live Better' underpins its approach to business. So, when the retail giant wanted to gain a deeper understanding of the 18 million customers who shop in their stores every week, they turned to Voxpopme.

Voxpopme offered Asda a real taste of the shopper's experience through its end-to-end video insight platform that captures consumer recorded feedback at speed, analyses it at scale and shares it with ease. For Asda, this technology presented an opportunity to quickly bring visual shopper stories into their boardroom to heighten customer centricity.

Stacking up authentic stories

"It's not Hollywood - these are people's raw feelings that you see," Oliver Wilson, Asda's Customer Insight Manager says. "This video feedback has been incredibly useful for us in finding out what our customers think, and driving change."

Thanks to existing data, a high-level understanding of customer challenges and preferences was already available. But Asda needed a versatile video solution to understand "the why's" behind shoppers' opinions - all within a time frame that could allow them to react to positive or negative feedback.

By integrating open-ended video questions into existing surveys, Asda opened up the aisle for genuine shopper stories. Invites via web intercepts, emails, SMSs and till receipts engaged online and in-store customers, capturing videos from a multitude of devices.

Each response was auto-uploaded to the Voxpopme portal, where it was instantly transcribed, time-coded and sentiment scored within the hour. Thanks to the depth of each video and advanced analytics, nine core themes emerged amongst the hundreds of videos captured. Using Voxpopme's Showreel Generator, these were turned into short, impactful showreels of actionable insight and used to empower customer-driven decisions.

This new-found insight enabled Asda's senior team to keep their 165,000 dedicated colleagues focused on delivering exceptional customer service across all touch points.

Ongoing insights, an added bonus...

The simplicity of replacing text open-ends with Voxpopme's video open-ends enables Asda to continually to marry the best of quantitative data with the undeniable power of video.

Leaving video questions as a response option in their surveys means Asda continues to take real customers into the boardroom every week. As a result, data points they use to make decisions can be backed up by real human stories.

Company Bio

Born in 2013, Voxpopme was founded in a corner office by Dave Carruthers, Andrew Barraclough and Tom Williams on the simple premise that video is the most powerful way to give hundreds and thousands of people a voice simultaneously. We've spent the last four years optimizing and automating the insight that can be gained through video to remove the barriers blocking real connections between brands and customers.

Since then, Voxpopme's mission has been focused on helping leaders in every business see the people behind their burgeoning datasets with video to drive customer-centric decisions.

We're passionate about inspiring action with insightful, agile and engaging research. We believe video is the best way to experience this - enticing customers to share actionable feedback that is deep in meaning, rich in context and emotionally engaging.

Today, Voxpopme employs a global team with offices in North America, Europe, Asia-Pacific and South America to serve our global client base.

Fun Facts

We have the research world's best table tennis and beer pong team (challengers welcome)
Founded in Birmingham, UK - the home of Ozzy Osbourne
Known to attend one-too-many events in fancy dress - even if it's an event where it's not a requirement

Key Contacts

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Target Audience

Voxpopme's core target markets are the Market Research and Customer Experience sectors. We can work with corporate and agency-side professionals in both sectors, which has seen us build a client list consisting of Verizon, Clorox, Microsoft, Google, Visa plus TNS, Kantar, Millward Brown, InMoment and Nielsen to name a few.

Demand from the research sector will typically come from Insight Managers, Research Directors and sometimes Marketing leads. In the CX space, it will usually be the Head of VoC or CX that is most likely to purchase Voxpopme, or it will be those in charge of particular programmes, e.g. CSAT, or NPS.

On the agency side, it can be implemented by Research Directors, but also more specific disciplines such as Head of Qual or Head of Quant. Then roles like the Head of Innovation or Partnerships can create positive business relationships too. However, actual use of the platform spreads to individual project and account managers too.

Additionally, there is also scope for Voxpopme to be utilised in recruitment and employee engagement which is a rapidly growing sector for enterprise SaaS.

Competitive Landscape

There is some competition in this space with direct competitors such as Living Lens, Big Sofa, 24Tru and Plotto making moves into a similar space. However, with just a handful of providers, it is far less competitive than many traditional research fields. All providers have slightly different USPs too, and while there is an element of crossover, it would appear that the growing demand is generating sufficient business for all parties.

Differentiators

Voxpopme has focused on building a solution that is fast, scalable and easy to use. By putting our clients at the heart of our product, we have developed an intuitive platform, developing world-class video analytics that turns data into insights in seconds.

Unlike our competitors, Voxpopme has used the appropriate technology. For example, transcription simply cannot be achieved to the levels of accuracy required through machine-based delivery. Instead, we leverage crowdsourcing to consistently deliver exceptionally accurate insight to clients via a scalable and timely solution.

With an in-house development team, we can stay ahead of the competition by leading the evolution of video research. We are consistently first-to-market with advanced features like sentiment analytics, theme-coding, new capture solutions and more.

We have also scaled extremely aggressively, and our presence in four continents allows us to provide 24/7 support to our clients.