



ASDA

Video Insight

How video can improve customer feedback



VoxPopMe®



► Hypothesis

Post shopper experience has always been difficult to capture and make usable. The challenge faced is gaining honest feedback on your brand from your customers, especially in those crucial post-purchase moment.

We feel VoxPopMe is a fantastic tool for Asda to engage with their shoppers, providing qualitative research that is easy to capture and use. Asda sought to understand the positive and negative aspects of the Asda shopping experience from their customers. We discovered detailed feedback on their experience whether that be online or in store.

► The challenge

To prove that the VoxPopMe video platform could engage Asda shoppers and uncover feedback on their in-store or online experience, positive or negative, that is detailed and actionable. Not only provide Asda with statistical data, but also understand “the why’s” behind shoppers opinion. All within a time frame that could allow Asda to react to positive or poor feedback.

ASDA



► What VoxPopMe did

Using the VoxPopMe video platform we were able to capture detailed feedback from both Asda's in store and online shoppers soon after their experience.

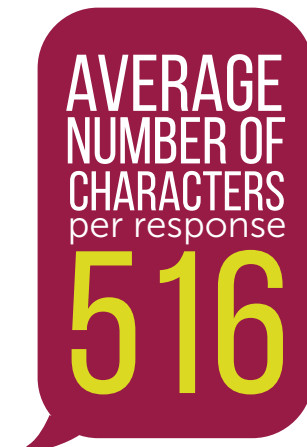
Notifications were pushed to shoppers through email and till receipts prompting their feedback. We were able to gain video feedback across a multitude of devices including smartphones, tablets and desktops, with video responses up to 81 seconds long.

Each response was instantly uploaded to the VoxPopMe portal, where it was transcribed and sentiment scored within the hour.

Throughout the project, and indefinitely, Asda have access to all responses, transcripts, sentiment scores and key theme analysis along with an end of month detailed report supported by key statistics, a montage video and individual responses.



9 Different key themes were discovered





▶ The campaign

The campaign was designed to enrich the qualitative aspect of Asda's research, providing deeper understanding to Asda on their customers through the median of video.

The use of video gave Asda shoppers the opportunity to feedback to their chosen supermarket on a personal and individual level.





► What we found

We engaged hundreds of shoppers, within a short time frame, from a great mix of demographics. A whole wealth of feedback was uncovered, both positive and negative, providing Asda with actionable insights on their shopping experience.

Within the first month of the campaign we were able to identify 9 key themes, some good and some work ons.

Asda could capture and make use of qualitative research quickly due to the speed of response statistic.





▶ About VoxPopMe

VoxPopMe provides rich, engaging, video research in minutes not days! We recently ran a campaign collecting 50 responses from UK consumers within 30 minutes, with an average response of 37 seconds.

Video provides a whole wealth more information over the traditional open-text qualitative research method. The depth of our video platform was tested against open-text last year at Esomar. Of course video came out on top, showing 6 times more content and 150% more identified themes.

VoxPopMe offers brands the option to target their own customers, providing extremely valuable customer feedback.

