Evolving with the Times

Taking Qualitative Research into the Modern Age

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Speaking with consumers is broken, and we need to fix it!
A STAGNANT INDUSTRY

1960s

2017
Consumer connects are the way of the future
What does qual look like in the modern age?

agile tech software + consumer connects
agile tech software

- Online
- Automated
- On-demand
- Global research
consumer connects

- Humanize
- Empathize
- Small data
Deeper understanding of consumers...

Faster. Affordable. Easier.
Harnessing the tools of the modern age
GLOBAL REACH

Unraveling insights from consumers who were previously inaccessible
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 Results Consumers connected</td>
<td>4,500</td>
</tr>
<tr>
<td>Broad Usage Unilever Employees (Including CEO)</td>
<td>1,000+</td>
</tr>
<tr>
<td>Carbon Savings Metric tons</td>
<td>2,835</td>
</tr>
<tr>
<td>Time to Market Improvement</td>
<td>3x</td>
</tr>
<tr>
<td>Avg. Cost Savings</td>
<td>72%</td>
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</table>
LAUNCHING THE CONSUMER LINK PROGRAM

Consumer Link program

- Have real time conversations with consumers
- Humanize consumers, by building empathy and approachability
- Help their *entire* marketing team to understand the market
- Allow them to react faster to changes in the marketplace

Losing market share - Why?
- Lost touch with consumers
Insights are **NOT only** the responsibility of the insights team

- Everyone should understand the consumer
- Insights can come from anyone

**BUT** companies have limited resources to be gathering insights

- Leverage the talent that you already have and...

**democratize research**
QUESTIONS?

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