

Consumer Insights that Deliver the Goods

The Customer

One of the top 10 CPG companies in the world, with more than \$50 billion in annual revenue.

The Challenge

The Consumer Insights group was seeking growth opportunities, but they struggled to get analytics in a timely manner. To better understand their brand health and market penetration, they relied upon their massive amounts of company data as well as syndicated data.

Handling syndicated sources was laborious. To answer a single question, it could take up to 50 clicks and 30 minutes.

However, their users usually needed to ask several questions to help them better understand customer behavior. With hundreds of employees performing this type of work on a daily basis, this wasn't efficient or scalable. Even worse, they still weren't able to get to the level of insights their teams needed.

The Solution

The CPG company began their search for a new analytics solution. Specifically, they were seeking a "smart search and response system," in which questions could be posed by non-technical employees and answers would be given in a user-friendly way. They also sought to leverage AI that could pinpoint opportunities for growing their business.

They conducted a comprehensive search, evaluating dozens of analytics solutions. AnswerRocket was selected based upon being able to best deliver on their project objectives.

The implementation was cloud-based. Multiple data sources were used from both the company and third parties.



Questions that AnswerRocket is helping answer:

- How is Brand X performing in supermarkets versus online?
- How are my competitors performing, by brand?
- What are the top 10 growth opportunities for Brand X?
- What should we do to recover/gain market share?

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The Results

While still early in implementation, the goals for this CPG company are on track to be achieved:

Revenue: The team is projecting that they will be able to dramatically increase the number of growth opportunities within their data. This is expected to translate into millions of dollars in profit annually.

People Allocations: Instead of spending time on the mundane task of running reports, their analysts are able to spend their time on higher-level tasks. This increased efficiency is expected to contribute an additional several million dollars to the company's bottom line.

The CPG company is so pleased with AnswerRocket's ease of use and benefits they have expanded their implementation to other groups. AnswerRocket is now being implemented by their supply chain and research and development departments.