



Partners in the switch to self-service

AN INNOVATIVE CPG COMPANY FINDS SUCCESS WITH AYTМ

As product development cycles shortened, this top-ten multinational CPG company needed to accelerate their research to match pace without sacrificing quality. So, they set out to make the strategic switch from full service to a more agile, self-service approach. But with a large team of researchers requiring training and the need for advanced research, finding a true partner with the right mix of technology, service offerings, and expertise proved to be challenging. That is, until they found aytM. However, this isn't the type of success story where we came sweeping in to save the day. No, the benefits of this burgeoning partnership truly went both ways, as within just a few weeks aytM had used input from this client to make platform improvements with lasting impact to all aytM users.



Challenge

- The need for faster, more affordable research options to test ideas quickly
- A transition to self-service required extensive training and support for their large team
- Finding a consultative partner with technology and a flexible service model



Solution

- An agile research platform that prioritizes both fast turnarounds and data quality
- Training that includes 1:1 and group sessions for the client's researchers
- Flexible access to research experts, providing a hybrid of DIY and full-service
- aytM platform improvements and feature development to meet the client's needs



Results

- Cost savings and faster insights while maintaining data quality
- A customized MaxDiff HB solution to meet future research needs
- A consultative partnership committed to innovation and progress



CHALLENGE



The big switch to self-service

A leading CPG company had just begun to adopt an iterative research approach, but they needed agile, affordable options to test ideas and minimize waste. In order to reduce cost and project timelines, their R&D and global research team sought out self-service and automated platforms to supplement full-service providers. Their key needs included things like automated MaxDiff and Choice-based Conjoint solutions, a high-quality panel, and an intuitive platform with user-friendly outputs that met their standards. Furthermore, the move to DIY would require a significant culture shift combined with new skill development. What they sought was more than just a technology platform, they needed a flexible and consultative partner for training and support that could empower a quick transition to self-service.



Full service market research often takes weeks or months which is not synonymous with speed and agility. Partnering with DIY research suppliers would be a significant cost and time-saving opportunity.”

– Senior Researcher

A solution that satisfies curiosity

At IleX 2017, the CPG's R&D team saw aytm's CEO discuss Choice-based Conjoint automation. So they began seriously evaluating aytm's platform, panel, and services—asking their researchers, programmers, and statisticians to test drive the platform. And while they were initially drawn to aytm for automation, the client found that aytm was able to produce fast, high-quality results. A senior researcher ran a parallel MaxDiff study on both aytm's platform and a competitor's, finding the exact same preference ranking for the top four winning product names.

“In the past, the fastest we could field a MaxDiff or Conjoint was one week, but on average those tests tend to take 3–4 weeks. Now, with aytm we can go from programming to results in just 24 hours or less.”

– Senior Researcher





Expertise when you need it

In order to help the R&D team make a decision, aytm offered access to research automation experts through an adaptive professional services program. This provided the flexibility of a DIY platform with research expertise as needed, and dovetailed nicely with their new, increasingly iterative, approach to research.

But making the transition from full service to self-service suppliers can be difficult to navigate, especially for large research teams. Often researchers need training and guidance as they make the move. Knowing this, aytm built a customized ongoing training program for the client's researchers which included 1:1 research consultations and as well as group training sessions for teams.

“*Our account manager is responsive and attentive to our needs. She is patient with our new users and offers helpful suggestions for improving our surveys. aytm has been a delight to work with and I look forward to our continued partnership.*”

– Senior Researcher

A partnership that promotes progress

The partnership allowed the client to meet cost-cutting goals while delivering quality insights for efficient, timely decisions. Now, the client was able to save valuable time and resources without sacrificing quality—achieving faster, actionable insights without sacrificing on quality when compared to internal and full-service teams.



Balancing speed, cost and quality, aytm delivers.”

– Senior Researcher





A commitment to innovation

Like any great partnership, both parties benefited in expected and unexpected ways—for example, the client's input was instrumental in improving aytm's platform. The need for a more customized automated MaxDiff led to new development; while aytm offered this for years using Maximum Likelihood Multinomial Logit modeling, the client preferred Hierarchical Bayesian modeling to analyze at the individual level.

Having deployed Hierarchical Bayesian for Choice-based Conjoint, and realizing the value it would have for clients, aytm accelerated MaxDiff HB development. Within weeks, the client had access to MaxDiff HB—delivering for their initiatives while solidifying aytm's commitment to the partnership.

“

aytm's ability to rapidly deploy suggestions for features or new approaches shows their commitment to innovation beyond our internal resources.”

– Senior Researcher



There's always more to discover

We get it: The need for intuitive market research grows daily. If you're looking to expand your capabilities and better understand your consumers, aytm can help satisfy your curiosity and increase your agility. Our experts are curious how we can help bring your research to the next level—so let's connect!

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