



ExxonMobil

Insights for energy

EXXONMOBIL'S PIVOT TO AGILE RESEARCH AMID UNPRECEDENTED UNCERTAINTY

As one of the largest publicly traded companies, ExxonMobil recognizes the essential roles technology and innovation play in meeting the world's ever-growing energy needs. They hold an industry-leading inventory of resources and are one of the top refiners and marketers of petroleum products. But when the pandemic struck, they needed to find answers and take action. Here's the story behind an insights team that embraced tech to tap into consumer voice with unprecedented speed.



Challenge

When the pandemic slowed down the oil industry, ExxonMobil needed to speed up its insights in order to understand the critical changes it needed to make during very turbulent and uncertain times.



Solution

Agile transformation was at the core of their approach. To do this, they needed a partner who could help empower internal research initiatives with incredible speed—leveraging platform training and tech enablement to help them spin up quality insights at speed.



Results

In the end, ExxonMobil found a way to satisfy their data requirements while saving tremendous time on their survey design and fielding processes—getting fast responses while accelerating their internal insights initiatives.



CHALLENGE

Burning questions in a pandemic

When COVID-19 hit, people around the world had no option but to stay home. Many consumers stopped commuting to work, school, and other activities, which meant they weren't driving their cars or purchasing fuel to power them. Oil prices dropped to the lowest they've been in many years. As a result, ExxonMobil needed to make some changes—fast. But traditional research methods take time—something that was of the essence in the earlier days of the pandemic.





CHALLENGE



Accelerating speed to insight

ExxonMobil saw the need to create internally led research initiatives that are not only repeatable, but agile, and flexible—with a strong focus on the consumer. But they also needed to ensure they could identify insights and prioritize them fast. Finally, they needed to take swift action while reducing costs, developing new skill sets to interface with new tech, and the critical need to bring the voice of their consumers to the decision-making table.



World developments were and continue to accelerate at a shocking rate. So, we needed to be equipped to act fast when an opportunity or consumer need presented itself.”

– Heather Dallam, Global Research and Analytics Manager at ExxonMobil

Adopting an agile approach

The company aimed to create a nimble and collaborative process by pooling information from the various geographic regions they were working with, the research group, brand marketing, strategy group, sales, and CX. So the insights team at ExxonMobil took their goals and turned them into a three-pronged approach. This involved identifying insights, prioritizing them, and then acting on them.



Embarking on your DIY research journey will teach you how to connect and have more in-depth discussions amongst your team and consumers.”

– Heather Dallam, Global Research and Analytics Manager at ExxonMobil



A partnership that empowers DIY

It was clear that ExxonMobil executives wanted to maximize how they uncover faster consumer insights without sacrificing quality. Heather Dallam, Global Research and Analytics Manager at ExxonMobil was able to share ideas from her substantial experience on the supplier side around the concept of adopting agile methodologies.

Heather had done many research projects herself, executing tasks like writing and programming surveys, analyzing the data, presenting the results, and reporting on the insights. So, she championed the idea of bringing in a DIY research solution with the technology, enablement resources, and support services required to ensure their success. Heather already had an existing relationship with aytm, viewing us as a trusted partner for agile market research, so she proposed leveraging the platform for her company's needs.



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Thanks to a helping hand from aytm, an impressive set of tools, and a robust strategy, we were able to reduce our research timeframes despite doing all the work ourselves.

Heather Dallam, Global Research and Analytics Manager at ExxonMobil

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Fast, well-refined insights

ExxonMobil is an international company with researchers in APAC, Europe, and the UK, working across the United States, Canada, and Mexico in up to 15 markets. aytm quickly helped the insights team train ten people on using the platform and programming surveys. We also helped them satisfy their international and multi-market data requirements while offering time-saving tips on how to take an English survey, translate it into multiple languages, put it on the platform, launch it, and get responses within just 24 hours.

“We were also able to produce a full report on our findings because aytm made it very easy to download all the data.”

– Heather Dallam, Global Research and Analytics Manager at ExxonMobil





Let's work together

Are you looking for a market research partner you can trust? The experts at aytm can help you unlock the ability to discover quick, quality insights with the segmentation needed to understand your customers better. We're looking forward to speaking more with you!

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