



Quirks New York

Leveraging Your Community Space for Continuous Research

Polly Speros, VP of Sales
Fuel Cycle



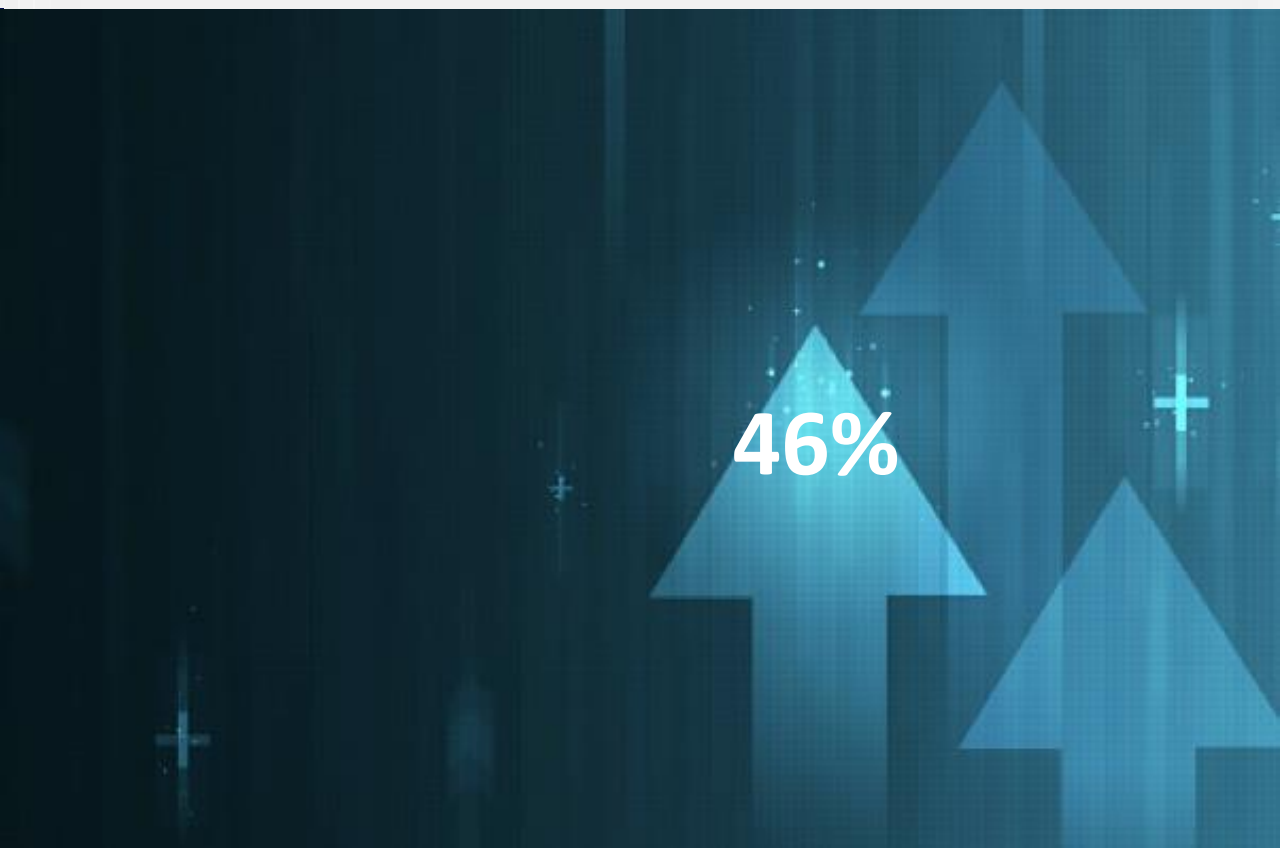
Life is Change



MORE RESEARCH
Faster



Response rates drop while disengaged/bad responses increase



THE ANSWER

Continuous Research



Need:

Aggregate feedback

Maximize continuous engagement

Put customers at the center of business

Solution:

Your Voice Community

Continuous engaging research

70%+ response rates

More research, faster, connected

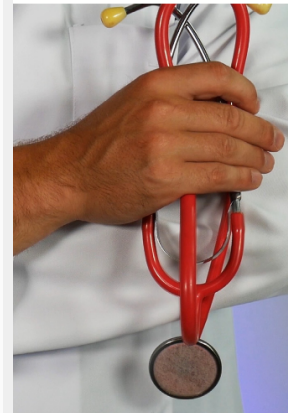
CASE STUDY

Tufts Health Plan

Inspiring Meaningful Member Engagement

Fuel Cycle Product

FC Community



Areas of Impact

CMO
Branding
Marketing
Advertising

The Problem:

The relationship between Americans and health insurance providers can be characterized, at times, as apprehensive and tends to produce polarizing responses in both the public and political sphere. But Tufts Health Plan has found a way to combat this stigma by increasing efforts to focus on the customer. The organization wants their members know they are interacting with a team of individuals who really listen, not just a business. Allison D'Agati, Sr. Market Research Analyst for Tufts Health Plan says, "We want our members to know that they are talking to real people and that they are genuinely cared for." This is where Tufts Health Plan sees the benefit of an online community platform like Fuel Cycle, which maximizes their ability to continually engage with members.

The Solution:

A common challenge that businesses face is how to access and aggregate feedback that can be turned into real change. Particularly with health insurance, where member information is timely and sensitive. Wendy Jacobsen, Director of Market Research and Intelligence at Tufts Health Plan relates how their organization decided to face this challenge head on. "At Tufts Health Plan, senior leaders expressed a desire to be able to engage more directly with our members, to gather their input on things in a dynamic fashion, while also communicating with them on an ongoing basis and over time. Their goal was to ensure that members' direct feedback was being taken into account when designing new products, materials, communication and/or marketing pieces. Creating the online community allowed us to do that." They named their online community "Your Voice" and created a space that reflected their brand's vision and design with the aim to make the community a familiar place for members to connect.

Once the Tufts Health Plan team began interacting with Your Voice community members, they reached a level of familiarity and emotional connectedness that they had hoped for. D'Agati says, "We've learned a lot more about the types of things our members are interested in learning about. Health insurance can be very daunting, so we're using Your Voice to help ensure that we're giving our members the best possible experience!" They mix both qualitative and quantitative research methods to ask pointed questions that give them insights into everything from member knowledge of various insurance plans to what kind of designs they would like to see on content.

The Results:

The narrative of insurance agencies has historically been met with an air of ambivalence, but Tufts Health Plan holistically and systematically makes the effort to create a bi-directional member connection. In a complex market economy, meaningful client relationships are the greatest forms of currency, and we trust that Tufts Health Plan will continue to maintain their ongoing efforts of putting members first.

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Allison D'agati
Sr. Research Analyst
Tufts Health Plan

Need:

Better response rates

Diverse methodologies fast

More research with no added budget

Solution:

Continuous research community

Mobile app engagement

Connected quant & qual datasets

CASE STUDY

Carhartt

Mutual Innovation and the Power of Evolving Together

FUEL CYCLE PRODUCT

 Community



More Projects
Completed with FC



Cost Savings

AREAS OF IMPACT

Product
Marketing
Retail

THE PROBLEM:

Carhartt started running customer experience research 13 years ago, by mailing paper surveys. This highly manual method lacked efficiency, resulted in low response rates, and offered no opportunity to build brand affinity. In 2012, the company discovered MROCs (Market Research Online Communities) and worked with a market-leading provider for three years until Carhartt's evolution outpaced the capabilities of their provider. They couldn't easily make updates in their community, there was no mobile app offering, and the interface simply didn't reflect a 360-degree view of the company and what it stood for.

THE SOLUTION:

In searching for a more innovative MROC solution, they found Fuel Cycle. The flexibility of Fuel Cycle's Market Research Cloud allowed the Carhartt research team to run heavily customized projects on the fly, update community visuals and activities with ease, and instantaneously deliver insights across the organization with Fuel Cycle's internal reporting dashboards - all for a price that was comfortably within budget.

THE RESULTS

Carhartt's research team found that without Fuel Cycle, they would either be functioning at 30% productivity or be forced to spend roughly 250% more budget on outsourcing to get all the work done. When asked to estimate the overall value of the partnership, Carhartt's Consumer Insights Manager, Robyn Ryden replied: "It's like asking for the value of a life vest... it's indispensable."

THE FUEL CYCLE DIFFERENCE:

Fuel Cycle exists to meet businesses wherever they're at, by providing easily customizable, innovative, and affordable solutions for every market research need. One of the biggest differentiators between Carhartt's experience with the past provider versus Fuel Cycle, was Fuel Cycle's ability and flexibility to innovate its product and offerings to meet Carhartt's growing needs. Just as utilizing the Fuel Cycle platform helped Carhartt evolve as a company, receiving and integrating feedback from the client helped Fuel Cycle evolve right alongside.

"It's like asking for the value of a life vest... it's indispensable."

- Robyn Ryden, Consumer Insights Manager



Abercrombie & Fitch

How the ANF Co. brands utilize Live by Fuel Cycle to stay connected to customers

Need:

Customer at the center (kids/teens)

Survey data complimented by qual

Shift qual to digital & fast!

Solution:

Inside A&F and The Hollister Insight Lab

March 17th led first virtual qual

More internal observation & insight

Continuously bringing customer to life



of Live sessions in 2020



of participants in 2020

Areas of Impact

- Product
- Marketing
- Customer Experience

Abercrombie & Fitch Co. is a global specialty retailer of apparel and accessories for men, women, teens and kids through its brands – Abercrombie & Fitch, Hollister, Gilly Hicks and abercrombie kids. While the brands target customers at different life stages, they share a commitment to offering products of enduring quality and exceptional comfort that allows consumers around the world to express their own individuality and style.

A&F Co. is focused on keeping its customers at the center of everything it does – and to help achieve that goal, the company's Global Customer Insights team has utilized its Fuel Cycle research communities, Inside A&F and the Hollister Insight Lab, to garner additional insights into customers' mindsets, behaviors, and preferences.

"The Insight Lab has proven to be incredibly valuable for our business," said Betsy Hall, Senior Vice President, Hollister Merchandising. "It's an efficient way for us to understand what our customers want, and the participants tell us how much they love knowing their input helps shape our collections."

The Challenge

Since the launch of the customer communities, the Global Customer Insights team has employed a robust blend of digital and in-person research methodologies. "Our most impactful projects incorporate primary survey data from our community complemented by in-person focus groups or immersions," explains Ashley Barone, A&F Senior Researcher. When the COVID-19 stay-at-home orders were implemented in early 2020, in-person research quickly became impossible – but the team faced the hurdle head on to ensure they were staying as connected to customers as possible.

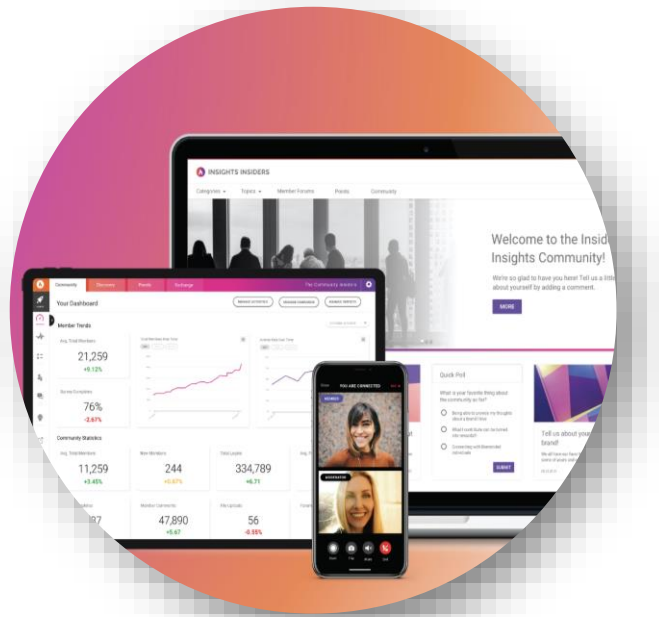
The Solution

The Global Customer Insights team quickly decided to pivot in-person focus groups to real-time and moderated virtual discussions via Live by Fuel Cycle. According to Sarah Tonti, Hollister Senior Researcher, "We started working from home on Friday, March 13th and were able to host our first virtual focus group the following Tuesday afternoon, March 17th. Our leadership team was amazed by how quickly and seamlessly we responded to the challenge and kept all projects on schedule. Even better, more of the team could observe the research in real time without the logistical hurdles and cost of attending live focus groups."

In addition to executing already scheduled projects, the efficiency and scalability of Live created an opportunity for the team to add bi-weekly customer touchpoints during the first few months of the stay-at-home orders. "When the pandemic hit, we felt a strong desire to check in with our community members to make sure they were okay. We strived to create moments where our community could get together, see each other's faces, hear each other's voices and have those moments of human connection that so many of us were craving," said Barone. "Our community members told us these check-in sessions felt like an escape from the uncertainty and isolation many were feeling. The sessions were invaluable to the product and marketing teams because they brought to life how customers in different regions were experiencing (and reacting to) the pandemic and how rapidly their 'new normal' was evolving."

Results

Seeing and hearing the customers through Live provided insights to help teams navigate the quickly evolving 2020 environment. The A&F Co. team continues to leverage Live to "bring the customer to life" so its brands can deliver the products and experience that their customers will love.



Continuous Research COMMUNITY

- Puts the customer, prospect, user at the center
- Respectful engagement driving 70%+ response rates
- Engaging, clear community expectations driving <5% "bad" data
- Unlimited qual/quant methods at your fingertips



Questions



Thank You

Booth #435

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