Transformative Tech

How **Kent Pet Group** is Leveraging Technology to Bring Actionable Insights to their Organization

KENT | sightx

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Agenda

- **Familiar Challenges**

- **Building the right equation**

- **The Right Tech for the Job**

- **Where Tech Meets Organizational Transformation**

- **The Impact for Kent Pet Group**

- **Recommendations for Research and Insights Professionals**

Familiar Challenges

Outsourced research

- Expensive
- Infrequent
- No way for an iterative approach

Insights take a back seat

- Decisions are made by internal teams
- No real way to have a data-driven approach

Solving for X

Insights expertise +

Questions to be answered +

X = Insights

The search for an agile insights tool began.
Needs included:

- Intuitive interface with a low barrier to entry
- Agility, without sacrificing depth or quality
- Detail oriented, allowing for editable graphs etc.
- Support and services component

The Right Tech for the Job

- No trade-offs between quality and speed. Robust Agility
- Iterative approach to research. Constantly building on previous learnings.
- Proliferation of customer knowledge.
- "Assisted" DIY means never going it alone.
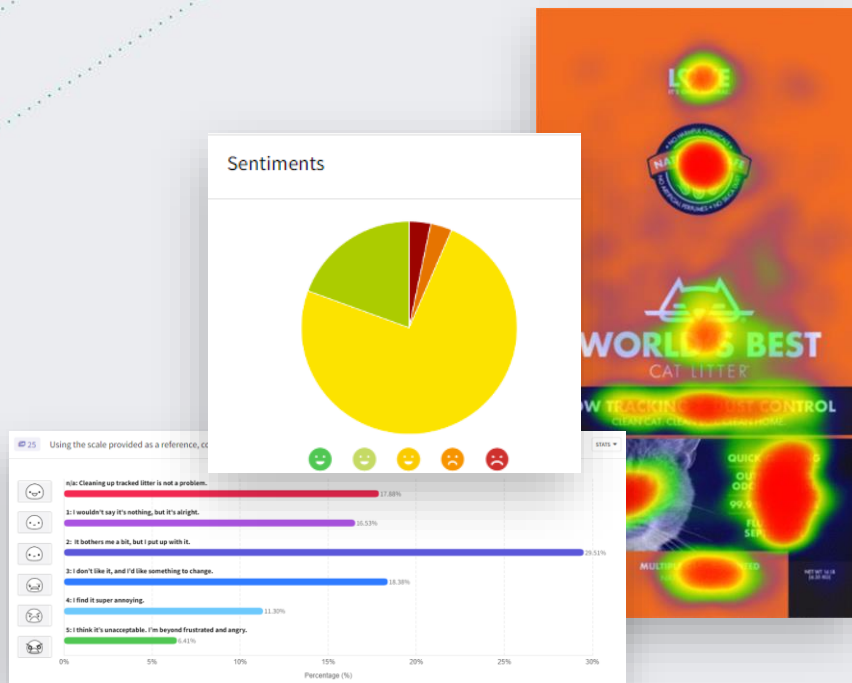
Where Tech Meets Transformation

Before

- Running 1-2 studies per year
- "One-Shot" / "Holy Grail" studies
- Access only to reports

After

- Running dozens of studies per year
- Iterative approach to build off of previous learnings
- Ability to dig deep into their own data
- In-home product testing
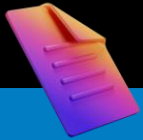- Refinement of product claims, messaging, and marketing.

Impacting the Bottom Line

Best new product launch in Kent's history

Insights expansion within the Kent organization

Key Takeaways

Create your survey with your end story in mind

Work cross functionally within your organization

Dig deep into your findings

Approach research with a student's mindset to stay on top of the latest industry changes.

Thank You