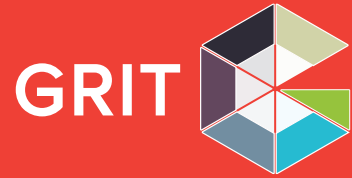


methodify
by delv/nia



2021 TOP 50
INNOVATIVE
COMPANY

Treating Decision Paralysis with Agile Research



Decision Paralysis in Your Life



You make about
35,000 decisions
each day.



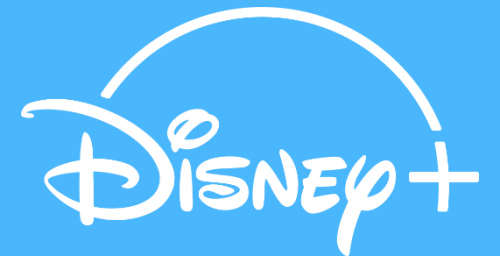
You spend about 2.5 hours each day just deciding what to eat, wear and watch.



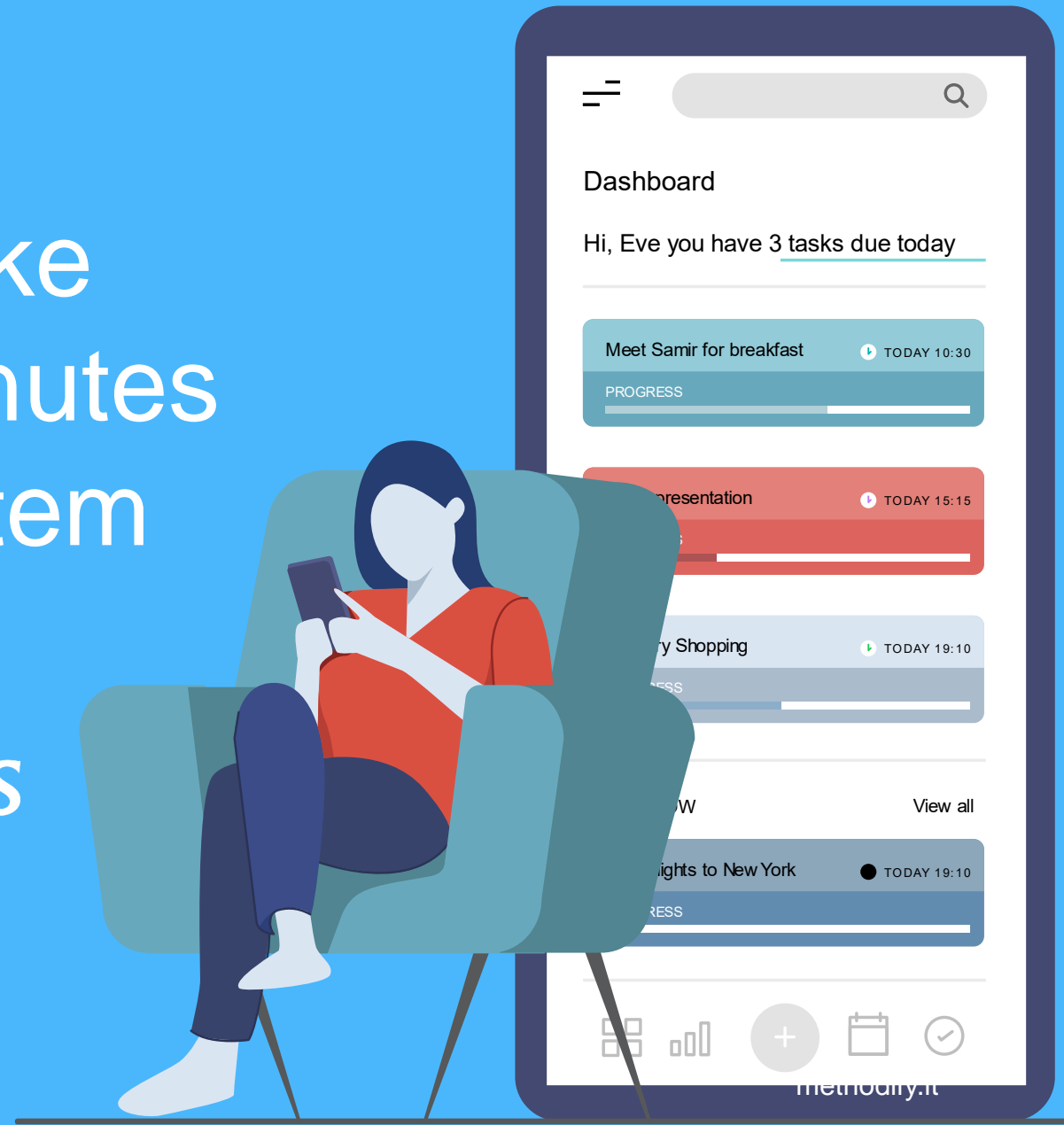
Uber Eats



NETFLIX



20% of people who make to-do lists spend 30 minutes trying to decide which item to tackle first.



40% of people experience stress and anxiety when trying to make a decision.



What does
decision
paralysis
cost your
business?



Inefficient decision-making is costing your business thousands of lost working days, and millions of dollars in labour costs.



More than half of the
time individuals spend
making decisions is
considered inefficient

McKinsey
& Company



This works out to be about 9 lost days per employee per year due to inefficient decision-making



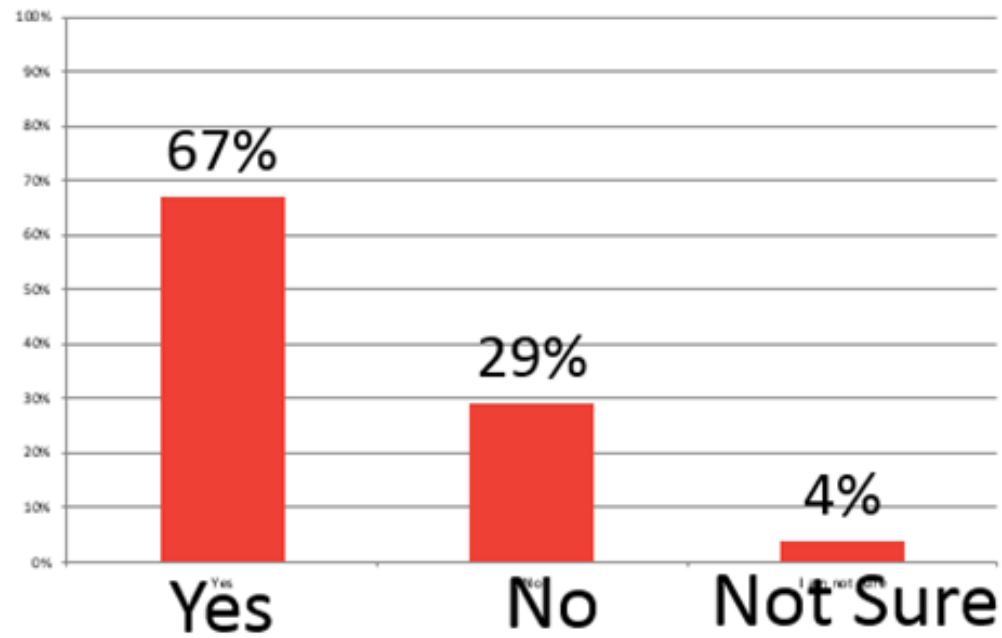
What does
decision paralysis
look like at work?





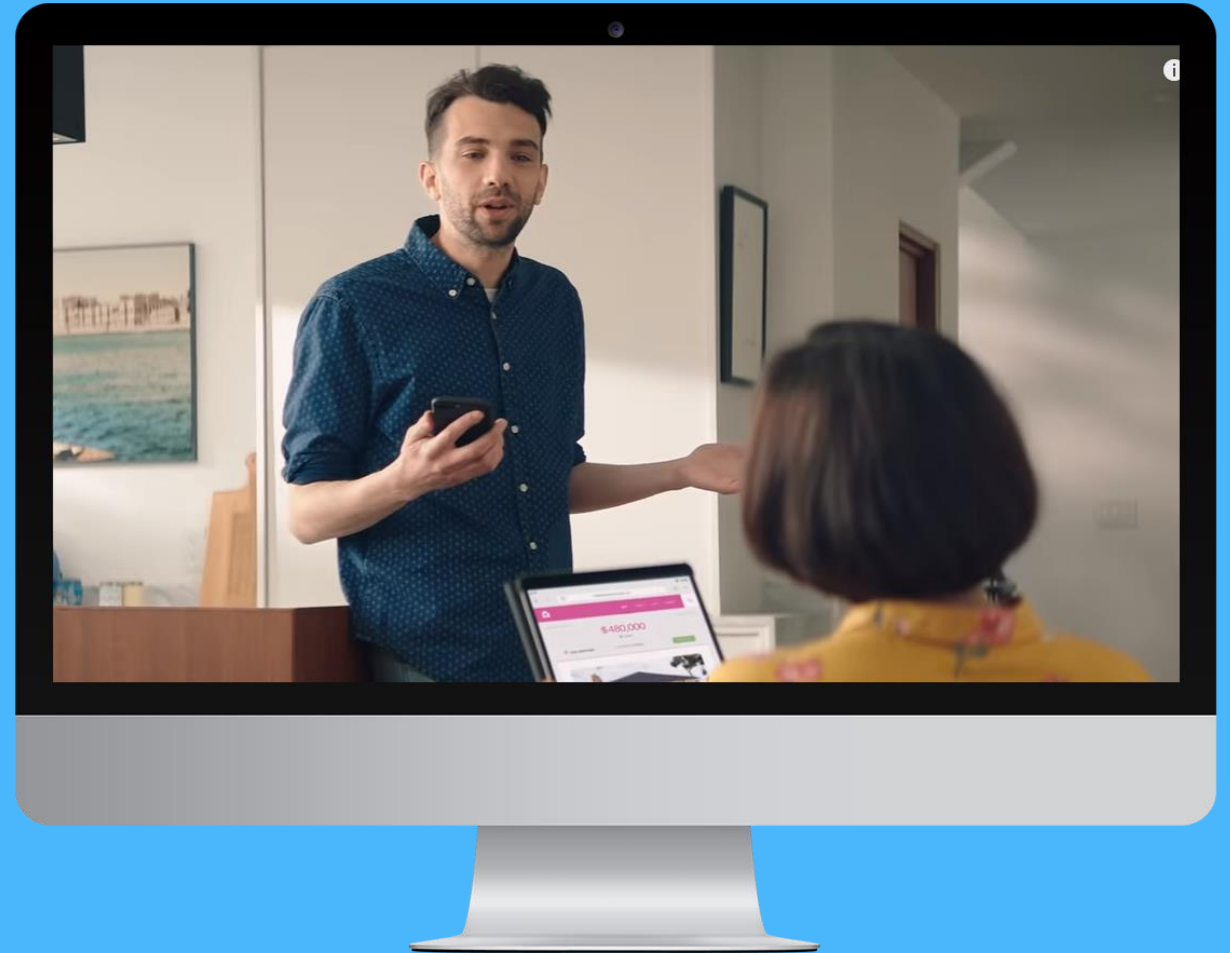
Have you ever heard of a "turducken"?

n=500



Methodify worked with RBC to bring their customers into the boardroom:

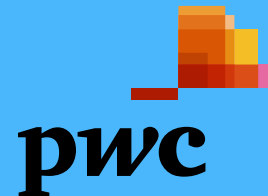
- Took the guesswork out of campaign creation by providing instantaneous feedback
- Brand team engaged with real customers in rapid-fire Q&A within hours, not weeks
- Methodify embedded agility in the market research process and became the foundation of everything they do



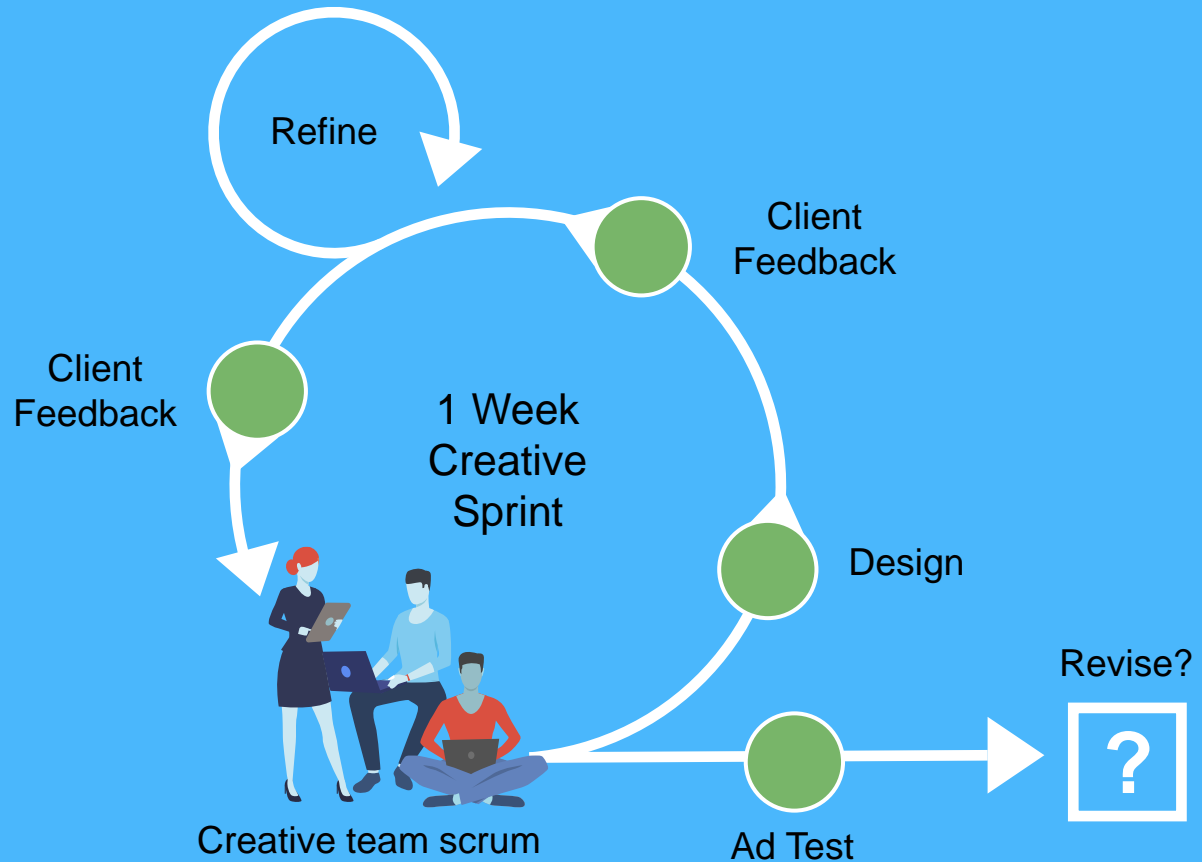
How can we
help fix the
problem?



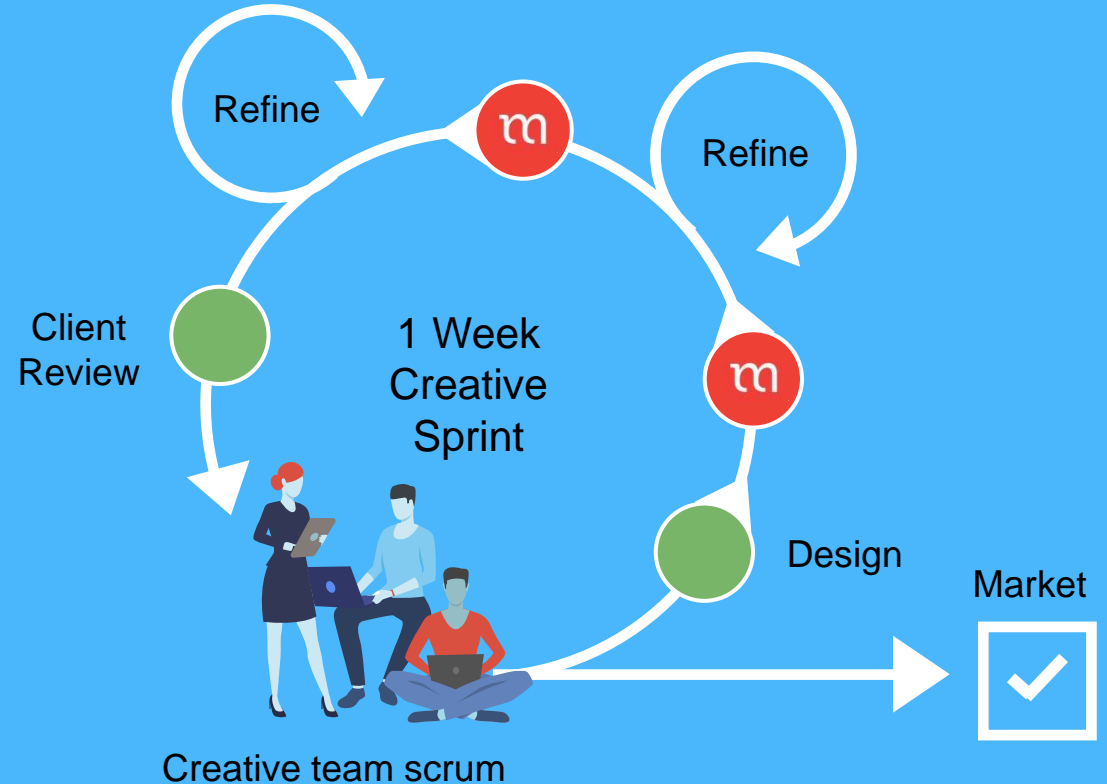
Organizations that are highly data-driven are three times more likely to report significant improvements in decision-making than those who are not.



Ideation to Pitch, Agile Ad Process



Typical ad testing process



With consumer feedback

An agile customer insights platform makes it easier to *quickly* gather *relevant* data to the problem at hand



With a simplified process for collecting and sharing data, more people access it when making decisions.



Understanding Your Agility

LEAST AGILE

MOST AGILE

NO
IN-HOUSE
RESEARCH

OCCASIONAL
IN-HOUSE
RESEARCH

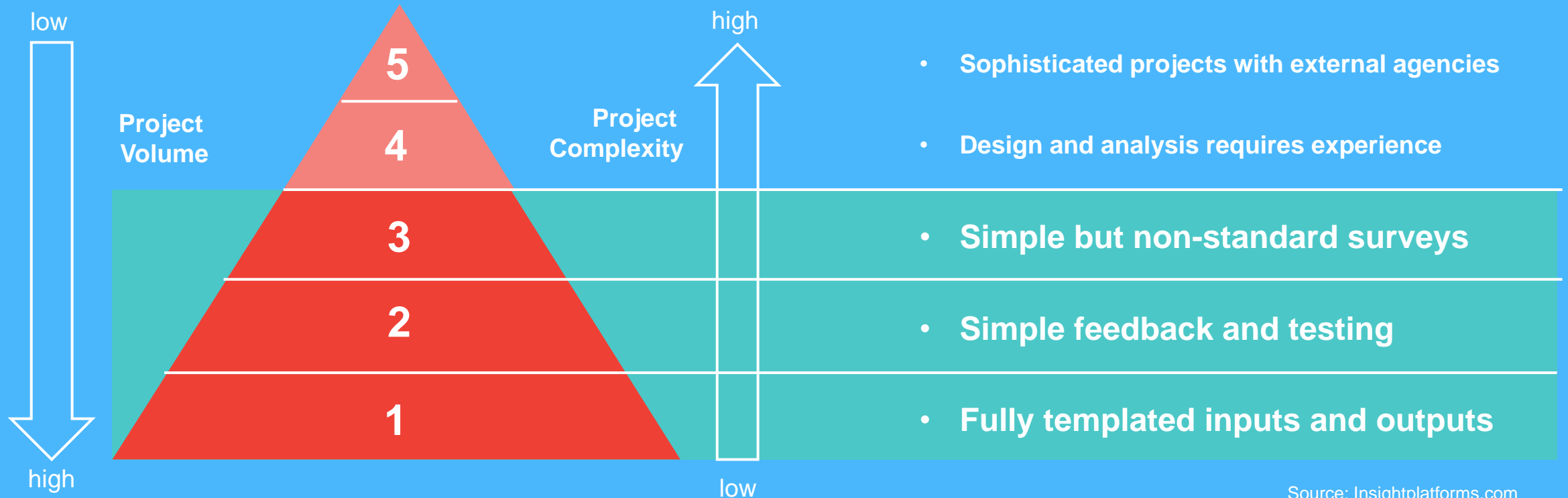
SOME
IN-HOUSE
RESEARCH

A GREAT DEAL
OF IN-HOUSE
RESEARCH

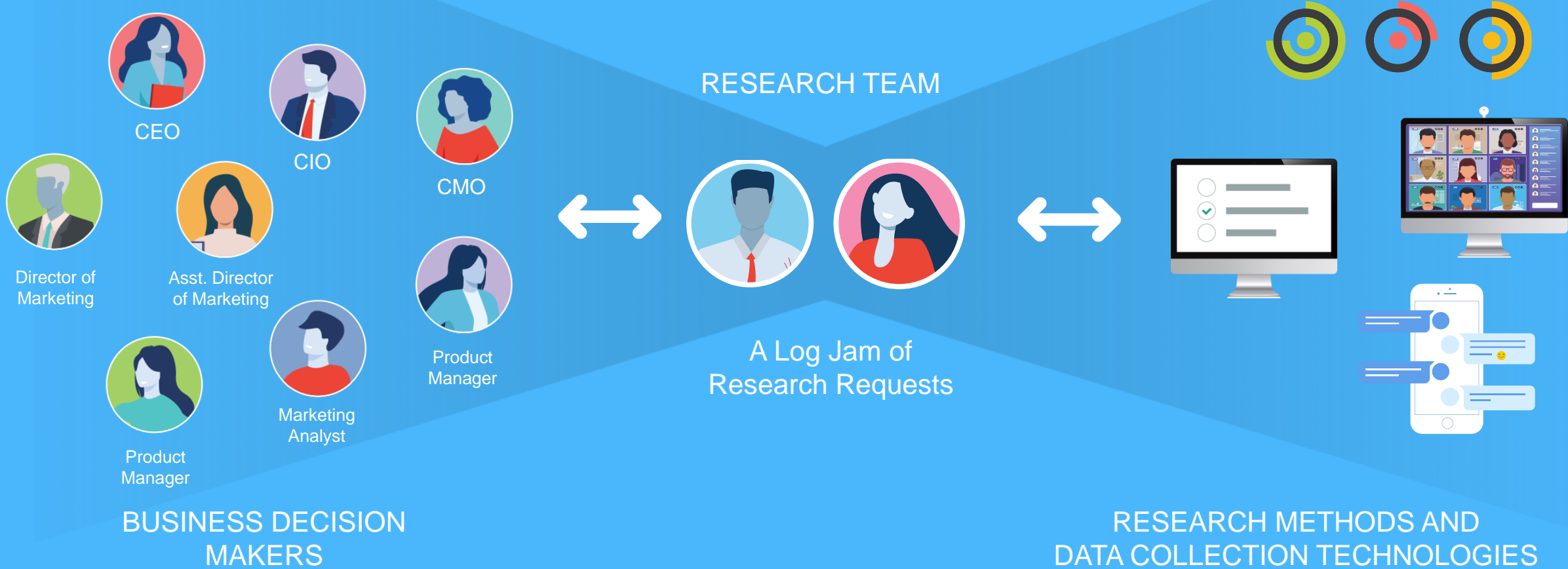
YOU HAVE
AN OPTIMIZED
MIX



Where does Agile best fit?



The Challenge

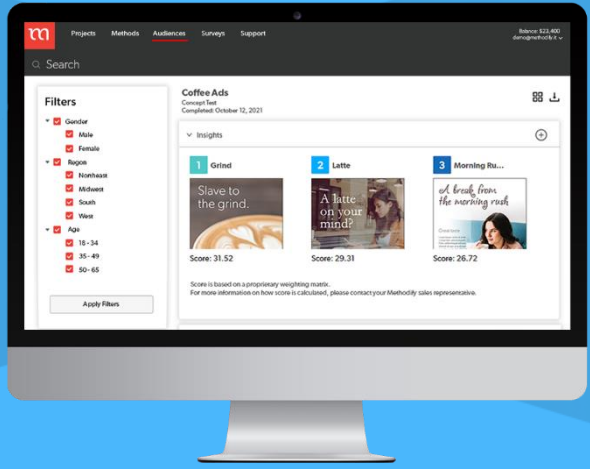


The Solution

Direct access to approved methods and audiences



BUSINESS DECISION MAKERS



INSIGHTS IN HOURS INSTEAD OF WEEKS



INSIGHTS MANAGER

METHODIFY CLIENT SUCCESS TEAM

Agile Research in Decision Making Use Cases



- LendingTree leveraged agile research to make more informed decisions at scale about new product offerings



- A national burger chain utilized agile research to quickly determine which Limited Time Offers would perform best



- **PepsiCo** used agile research to test ad creative early on in the process, resulting in a much higher impact campaign than initially proposed



- FairFax utilized agile research to screen ideas for new products in the early stages of the process, allowing them to narrow down options and direct time and focus appropriately.

It's easier to make decisions when they are based on fact rather than opinion – making the decision-making process more efficient.



The Next Evolution



Insights professionals will evolve away from being seen as researchers to being “decision catalysts”.



We won't need to talk about "agile research" anymore – it will just be the standard to help make decisions faster.



Insights professionals won't just aspire to a seat at the table – by helping with decision-making they'll own the table.



Key Takeaways

- Decision paralysis is costing your organization thousands in lost time and labour costs
- Making decisions faster is proven to improve their quality
- Relevant data at key points in the decision-making process can improve efficiency and remedy decision paralysis



So the question is....

If rapidly infusing relevant data into every decision saved your organization millions of dollars, would you do it?



Thanks!

Find us at Booth 629

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methodify
by delvinia



methodify.it