



## CASE STUDY: THE NEED FOR SPEED

### BUSINESS CHALLENGE

The UK-based agency Relish was approached by a client, one of the UK's largest multiple retailers, to determine what impressions/sentiment in the market might be impacting share price, which was experiencing downward pressure. The CEO wanted to see research results in just a few-days' time.

### SOLUTION

The Relish team worked with Toluna to accurately structure questions and get the answers over a weekend. In the process, they used QuickSurveys to develop straightforward questions that could be answered "on the fly." And by applying the powerful Toluna Analytics, they were able to supply the kind of answers the CEO needed for a critical board meeting on Monday morning.

As a Relish team member said, "Clients are looking for a swift response that is good enough to inform decisions (rather than being perfect). QuickSurveys gives the client confidence in the direction they are already taking (or the knowledge to challenge it!) That's where QS is hugely helpful; we can turn around communication reviews over a weekend! It feels like the (Toluna) team goes above and beyond to deliver projects on time because they understand what the impact is on Relish if the deadlines are missed."

The Relish team also found it was critical to have the support of the Toluna team through this accelerated project critical. As the Relish team member says, "The Toluna team can help us course-correct to make the right decisions for our clients. They understand the products inside-and-out, and they are 100 percent responsive."

### CLIENT:

Relish

“It feels like the (Toluna) team goes above and beyond to deliver projects on time, they understand the importance of deadlines and their importance to clients.”

- Relish Research

#### Background:

Across the board in business, there is a constantly increasing need for speed in decision-making, translating into tremendous pressure on agencies to provide clients with consumer insights faster than ever before. As they ramp up to meet that demand, agencies are turning to Toluna to prove to clients that the need for speed doesn't have to mean doing without the valuable insights that can inform decision-making.

Here's one example of an agency-client engagement that proves that, in the new world of Insights on Demand, you can have both the insights and speed you need.

### RESULT

In the end, says the Relish team member, Toluna's ability to deliver at speed provides a halo effect in their relationship with agency clients, proving beyond a shadow of a doubt the benefits of research to the end-client—and of working with Relish!