

SONY

Agile New Product
Development

30

Days

1

Product Launch

Challenge

Sony's product development time has had to greatly accelerate product development, and the introduction of new product in- market.

When launching the 4K TV, Sony needed to ensure that post launch, the company could understand customer use, and address any pain points encountered. Sony needed to conduct this research within 30 days to ensure that messages could be addressed during the 'post-launch refinement' period.

Given the size of the 4k TV (65 inches) and cost, the audience of purchasers was niche and hard to engage.

Solution

In addition to owning the world's largest online market research panel, Toluna is a leading provider of online panel technology. Using the TolunaInfluencers panel and Sony's customer list of 4K TV purchasers, Sony was able to have 4K TV purchasers complete a post-purchase survey.

The survey itself was designed to understand areas of opportunity, and areas of weakness (ie did the product meet expectations).

The QuickSurvey identified a design flaw – not with the TV, but with the wall mount.

Impact

Armed with Toluna's research, Sony was able to address the design flaw quickly. The company mailed wall mount parts that addressed the issue to all purchasers, and fixed the wall mount for the second wave of product release.

Sony was able to address critical design flaws to get ahead of negative customer reviews.