



# CASE STUDY: CONSUMER INSIGHTS AND A NEW ERA OF CLIENT ENGAGEMENT

## CHALLENGE

Value Engineers understand that client expectations have not only increased, but the need for speed and speed decision-making is unprecedented. The company understand the importance of consumer insights and its role in informing client strategies, yet often clients are reluctant to provide the additional time needed to field and interpret key findings.

## SOLUTION

The Value Engineers teams have seen clients significantly impacted by not simply quick-turn quantitative work, but the real-time nature of qualitative input as well. The team have specifically benefitted by leveraging QuickCommunities.

## IMPACT

The Value Engineers understand the benefit that consumer insights provide to clients, and in most cases aim to incorporate these insights into all client recommendations for marketing and brand strategies, as well as innovation.

## CLIENT:

