



CLIENT CASES

Tchibo

quantilope & Tchibo: Driving Growth Through Automated Consumer Research



Tchibo is a German chain of coffee retailers and cafes that has successfully grown into an international business offering a range of products outside of the traditional coffee category.

So what's their secret to success? Understanding exactly what their customers think and need. By partnering with quantilope, Tchibo has been able to implement a quick, automated approach to market research. With real-time insights, Tchibo is able to run more advanced consumer research projects and easily identify new areas of innovation to fuel business growth.



► quantilope: Innovative Research at an Affordable Cost ◀

Alexander Falser, Head of Consumer Intelligence at Tchibo, needed a faster approach to research for his team's rapidly growing needs. More specifically, he was searching for a tool that could alleviate the bottlenecks often found in traditional market research and empower his team to take more ownership of the research process.

Falser was immediately drawn to quantilope's Insights Automation Platform for its end-to-end research capabilities, fully automated and customizable research methods, automatic data analyses, and flexible reporting. But quantilope's innovative research technology wasn't the only selling point for Tchibo; it came down to budget as well.

By automating the entire advanced research process, quantilope is able to offer full project results for a fraction of the cost of traditional research agencies (and at a quality unavailable through other research platforms on the market).

► Less Reliance on Research Agencies ◀

quantilope's Insights Automation Platform maps the entire market research process from the research question to the questionnaire design, professional panel management, in-depth analysis, and data visualization – meaning brands never have to work with multiple vendors or agencies on a single research project again.

While transitioning to a new and modernized way of doing research can seem like an overwhelming feat for companies, Falser knew it would be the step he and his team needed to stay competitive in their industry: *"Shifting from outsourced research to in-house was a big step for our team"*. In taking this step, the Tchibo team no longer had to focus on the coordination of outsourced research with external vendors, but could instead take the research into their own hands.

Not only was this a big step for the Tchibo team, it was also a quick and seamless one. Almost immediately, the Tchibo team began diving into the quantilope platform (no longer having to wait for or rely on other vendor teams) to arrive at their data-supported story quicker. As Falser puts it: *"With automating various areas, you can keep some workload off your back and focus your time on research instead of coordination"*.

► Scalable research through customization ◀

Further streamlining Tchibo's new approach to research is quantilope's pre-programmed library of questions, methods, and survey templates at their disposal. With the option to drag and drop these elements into a study rather than program the logic from scratch, the Tchibo team found they were able to expedite and elevate their insights.



Even better – these 'shortcuts' to survey creation don't come at the cost of standardization; after dropping the necessary questions or advanced methods into a study, the Tchibo team is able to fully customize to their own unique needs (such as changing a question's wording, answer options, and more). For Falser, being able to quickly craft and customize an insights study using these kinds of modular components is a huge benefit: *"The process becomes scalable, which is a significant added value"*. Add to this the fact that results are often available within a few days, and can be dug into even before field work closes, which excites the organization from junior level members all the way to C-Suite executives and stakeholders.

Through the power of customization, the Tchibo team can quickly tailor their insights studies to particular stakeholders of interest, not just in the survey creation stage but in their final dashboard deliverable as well. This comes in the form of customized Tchibo brand colors, personalized logos and images, videos, and much more. Tchibo stakeholders can then access these final dashboards through a single, shareable, password-protected link equipped with interactive significance testing. With instant access to the insights, important business decisions throughout the Tchibo organization can now be made quicker.



► High-quality research for strategic decision making ◀

In addition to speed, budget, and customization, the insights team at Tchibo requires high-quality insights to support strategic design making. With quantilope's suite of automated advanced research methods, Falser and his team are able to answer more business questions with data they can trust: *"with quantilope, the number of high-quality contributions we provide the organization is significantly higher today than it used to be."*

Through partnering with quantilope, Falser and his insights team are able to leverage automated advanced insights to empower Tchibo to quickly respond to shifts in consumer behavior and market trends. As a leader in retail, Tchibo's investment in automated research continues to support the company's innovation and growth by rooting every business decision in data-supported consumer insights.

quantilope is an Insights Automation company empowering brands to do high-quality consumer research better, faster, and more efficiently. Our technology automates advanced quantitative and qualitative research methodologies to deliver robust consumer insights in as little as 1 – 5 days. Our advanced automated methods include Conjoint, MaxDiff, TURF, Implicit Association Tests, Van Westendorp, Key Driver Analysis, A/B Test, Penalty Reward, Segmentation, and NPS®. Each method is customizable to easily provide high-quality insights to any of your business needs, while quantilope's Success Lab (our team of certified research consultants) is available to provide on-going project support.



Image sources: unsplash, pexels, quantilope