CASE STUDY

How Kelley Styring of InsightFarm Leverages Voxpopme's AI for Faster, Scalable Insights.

RAPID
Responses to client follow-ups with faster analysis speed.

SCALABLE
Qualitative research with more reliable base sizes of empirical data

500+
Responses analyzed at speeds beyond human capabilities

Kelley Styring, a seasoned market researcher with a background in industrial design and experience at Procter & Gamble and PepsiCo, founded InsightFarm in 2003. Her consulting practice offers customized qualitative and quantitative research services to clients ranging from Fortune 100 companies to startups, providing actionable insights that drive strategic decisions.

As a sole proprietor, Kelley frequently leads the industry in innovative approaches. Intrigued by AI analysis tools, Kelley realized the potential to use selfie video collection at scale with efficient analytical options to help strengthen qualitative findings. Prior to this, it seemed infeasible to analyze large volumes of qualitative data as traditional methods were slow, labor-intensive, and costly. To realize the opportunity for Qual at Scale, Kelley needed a solution for efficient, large-scale qualitative analysis without high costs or compromised quality. This led her to Voxpopme.

> "I could have gone back to the reports and pulled some headlines for her in a few hours, but it would not have been as fast or as rich because I was able to attach a usable video. The AI also did a nice job of bulletizing the content, which fit what I remembered from the study. It was a pretty good summary and video, so I edited it slightly and put it in my format. "

Kelley Styring, Principal at InsightFarm Inc.

Before Voxpopme

Kelley Styring's work at InsightFarm involves extensive qualitative and quantitative research for various clients. As a solo practitioner, she is responsible for every aspect of the business, from conducting interviews to analyzing data and presenting findings. This work continues successfully to this day.

To grow her practice, retain current clients, and attract new business, Kelley has business challenges she's seeking to address:

1 **Content Creation for Marketing**

Every 3 to 5 years, Kelley undertakes her own funded projects, sometimes with sponsors, to generate valuable content for marketing, conferences, and publications. These projects are crucial for promoting her expertise and attracting new clients. AI is a popular topic now, and Qual at Scale provided a unique opportunity for content creation for InsightFarm.

2 **Limited Scalability**

To realize Qual at Scale, Kelley created Test and Learn scenarios involving larger amounts of qualitative data. Without the right analytical tools, the time and capacity to manage this were limited.

3 **Cost Constraints**

Operating as a single-person enterprise, Kelley had limited resources. Hiring additional help or investing in costly research tools was not always feasible, making it difficult to scale her operations without incurring prohibitive expenses.

With these challenges in mind, Kelley sought innovative methods to push the boundaries of qualitative research, leveraging AI to do things beyond human capability. This need for a better solution led Kelley to explore advanced AI tools, ultimately leading her to Voxpopme.

Enter: Voxpopme AI Insights for Scalable and Fast Qualitative Research Analysis

To address the challenges she faced and achieve her goal of efficient, large-scale qualitative analysis, Kelley Styring turned to Voxpopme's advanced AI tools. Here's how she implemented this solution:

Test and Learn Plan

Kelley designed a three-cycle test and learn plan to explore and maximize the potential of Voxpopme's AI capabilities:

1 **PHASE 1 - Empirical Analysis at Scale**

She conducted a packaging pain points study, using Voxpopme's AI to analyze hundreds of video responses. This phase focused on understanding how far she could push qualitative analysis at scale.

2 **PHASE 2 - AI in Quantitative Replacement**

To realize Qual at Scale, Kelley created Test and Learn scenarios involving larger amounts of qualitative data. Without the right analytical tools, the time and capacity to manage this were limited.

3 **PHASE 3 - Future AI Integration**

This phase, planned for 2025, will explore further applications of AI in qualitative research, such as integrating survey data with video analysis for richer, more nuanced insights.

Access Past Qualitative Research Data (Video Research Repository)

Kelley used Voxpopme as an enduring repository of qualitative video data. This allowed her to quickly access and reuse past research for new client queries (within non-disclosure boundaries), providing faster turnaround times and bringing value to her clients.

One of the standout moments for Kelley using Voxpopme's AI tools was when she received an urgent query from her client. Normally, compiling and analyzing relevant data would have taken several hours or even days, but with Voxpopme, Kelley accessed her repository of past video responses and utilized AI Insights to generate insights.

Within just 30 minutes, she provided a comprehensive, video-supported report to her client, showcasing the power of InsightFarm's use of Voxpopme's technology. This quick turnaround not only impressed her client but also highlighted the significant time-saving benefits of Voxpopme's AI tools.

Enhanced Content Creation

With Voxpopme's tools, Kelley anticipates efficiently generating high-quality content for her self-funded projects. This content can be used for marketing, conference presentations, and publications, helping her maintain her thought leadership and attract new clients.

QUICK RESPONSES

Kelley responded to client queries significantly faster than before.

TIME SAVING

AI tools reduced the time to compile and present findings efficiently.

EFFICIENT REUSE

Reusing past video data saved Kelley time and effort on new queries.

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A client had an urgent question that was forward-thinking and not something we'd specifically studied together before. However, I did have a large set of videos collected over time through Voxpopme on projects commissioned for her company.

In minutes, I was able to use the Voxpopme Repository to comb through dozens of videos and create analysis and clips on the question at hand. I was able to deliver a preliminary answer to her question with unprecedented speed and a vivid video that was convincing and engaging. It allowed me to be a "hero" in the moment. I appreciate having this resource and think it makes me a valued partner to my clients.

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Kelley Styring, Principal at InsightFarm Inc.

The Outcome for InsightFarm

Kelley's adoption of Voxpopme's AI tools led to several tangible business outcomes that significantly enhanced her practice:

Time Saved

Kelley was able to respond to urgent client queries in a fraction of the time it used to take. For example, she provided a comprehensive report to a client within 30 minutes, a task that previously took several hours. This represents a time-saving of approximately 80-90%.

Reduction in Project Turnaround Time

Kelley highlighted that using Voxpopme reduced the time required to compile and present findings, as AI could quickly summarize and bulletize content.

Repository Utilization

Kelley noted that with Voxpopme, she could reuse past video data for new queries (within non-disclosure boundaries). This repository access saved her considerable time and effort in not having to redo studies or pay to access archived research data.

In addition to these, her clients were impressed by her rapid delivery of high-quality insights and ability to provide quick follow-ups, improving client satisfaction. Efficient content generation for her self-funded projects means Kelley can produce valuable marketing and conference material more regularly, boosting her visibility and thought leadership in the industry.

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Working with Kelley has been incredibly rewarding. Her innovative approach to leveraging our AI tools has not only transformed her own research practice but also demonstrated the immense potential of qualitative analysis at scale. Seeing her achieve faster turnaround times, cost savings, and enhanced client satisfaction has been a testament to the powerful impact of our technology. We are proud to support Kelley and InsightFarm in pushing the boundaries of market research.

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Aimee Stier, VP of Customer Success at Voxpopme

INDUSTRY
Market Research

HEADQUARTERS
Newberg, OR

COMPANY TYPE
Agency

BUSINESS TYPE
B2B

insightfarm

About InsightFarm, Inc.

InsightFarm Inc. is a Consumer Strategy and Market Research Consultancy. They help companies grow their business by understanding their consumers better. Their services include custom market research, strategic consulting, and workshops to help businesses identify new ideas and develop successful products.